SEPTEMBER 22, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Wrather's TPA buy paces shuffling in film holdings Page 31

Pint-sized cars' pint-sized budgets may get hypo Page 32

Broadcasting Closeup: The man who bought Mutual Page 46

NAB regionals in full swing: Report on Biloxi opener Page 54

A SURE THING!

WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa —a $2 billion market!

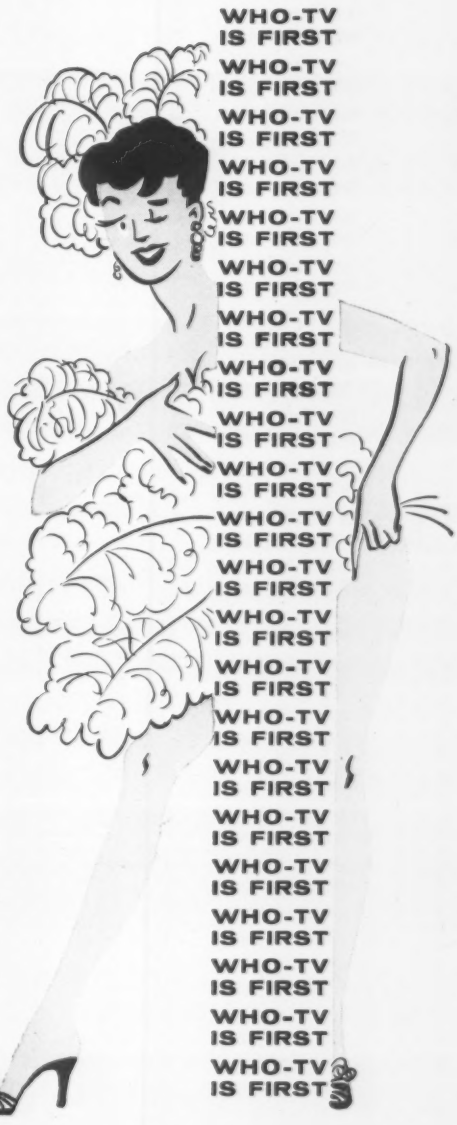
This is the heart of America's *leading* agricultural market—where the average farm income is over $11,300 or 78% *above* the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of $100 million, an average family income of $6000, and retail sales of $343 million!

There are 392,700 TV families in this rich 46-county area — and you need *only* WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

FIRST PLACE QUARTER HOURS	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
WHO-TV	**256**	**232**	**54%**	**49%**
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

Talk to PGW for more about a *sure thing* in Iowa—WHO-TV!



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND

WINN HAS FIVE-STAR REASONS:

WINN

1240
LOUISVILLE'S POPULAR MUSIC STATION

GLEN A. HARMON, General Manager

Representatives
AVERY-KNODEL

DES MOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

KRNT-TV

▶ The Station Most People Watch Most!

▶ The Station Most People, By Far, Depend on for Accurate News!

▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

KATZ Has the Facts for YOU!

The COWLES Operation in Iowa

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

VARIETY
IS THE SPICE OF LISTENING

NEWS · MUSIC · SPORTS · DRAMA · COMEDY

KRLD radio 1080
HAS MORE ADULT LISTENERS IN METROPOLITAN DALLAS
than any other Dallas station

Based on April-May 1958 Audience Composition Radiopulse of listeners per 100 listening homes — Monday through Friday.

Radio advertising that pays off in the Southwest must start with KRLD, basic CBS outlet for Dallas and Fort Worth. KRLD, Texas' oldest CBS affiliate, with a wide variety of the best in programming, hold a unique place in the hearts of listeners of all ages . . . and especially those who hold the purse strings.

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage . . . higher ratings . . . a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD radio 1080
CBS RADIO NETWORK
FOR DALLAS and FORT WORTH

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit.

RATE RISE STAYED • Look for FCC this week to suspend interim increase in teleprinter rates proposed by AT&T and Western Union effective Oct. 1. FCC, at special meeting last Friday, considered volume of vigorous protests filed by press associations, American Newspaper Publishers Assn., NAB (in behalf of station subscribers to news services), stock brokers and other users. FCC will take up matter again this week, with suspension likely as prelude to hearing on proposed permanent rate increases.

•

Private line (teleprinter) rates would have been increased average of about 25% but up to 70% in some services under interim tariffs originally proposed. AT&T, it is learned, offered compromise schedule which would have increased its rate by approximately $11 million a year (around 6%) rather than $16 million (7%-plus) originally sought. Western Union has not filed new proposal. At weekend strong protests still were reaching FCC.

•

SEAT WARMERS? • Insiders are terming last week's election of officers and directors of National Theatres, which put John Bertero into president's chair and moved president Elmer Rhoden into post of board chairman (see story, page 78) as temporary measure. When NTI has completed its deal to acquire NTA, assuming its approval by NTA stockholders, NTA board chairman Ely A. Laudau and NTA president Oliver A. Unger are expected to assume important positions in NTI top management, story goes.

•

Expected in current upgrading of top executives at Kenyon & Eckhardt (see story, page 35) is promotion of John W. Murphy, in charge of radio-tv production in New York, who appears slated for vice presidency. Alfred Tennyson, who headquarters on West Coast, is vice president and commercial production director for K & E.

•

SPECTRUM STUDY • While White House has maintained strict silence on plan for five-man Presidential commission to undertake overall spectrum analysis, speculation has centered around appointment of Dr. Irvin (Ike) Stewart, one-time member of FCC (1934-1937) and recently retired president of U. of West Virginia (1957), as its head. Dr. Stewart (Democrat) headed somewhat similar commission (President's Communications Policy Board) appointed by President Truman in 1950, which submitted drastic report that was never implemented into law.

•

There's speculation, too, about other members of five-man agency, which, if appointed, would be given six-month tenure to complete spectrum study. This would be undertaken in lieu of commission which would have been set up under Potter Resolution but died at last session after it had been drastically amended to shift burden to private rather than military users. Other names talked up: Lt. Gen. James D. O'Connell, Chief Signal Officer of Army; Rear Adm. Frank Virden, Director of Naval Communications, and either former FCC Comr. George E. Sterling or E. M. Webster, both engineers and allocation experts.

•

UNWELCOME BILL • One of the hotter topics at opening NAB Fall Conference in Biloxi, Miss., wasn't on agenda. Topic —NBC-TV's proposal to charge affiliates part of cost of VTR delayed networking during daylight time months. Stations complained there shouldn't be any fee because southeastern quadrant of U. S. is solidly standard time. They charged network is making them underwrite costs involved in scheduling programs to suit network's owned and operated stations. NBC-TV stations also claimed network is overgreedy in its own use of station break time, leaving less time for station use than CBS-TV affiliates are allowed.

•

It's meeting season for ABC-TV affiliates too. In addition to CBS Radio and NBC Radio and Tv affiliates sessions in New York next month, ABC-TV's primary affiliates are now scheduled to convene in New York Nov. 19 for meetings with network brass. Agenda understood to be primarily study of fall programming and results to that date. CBS stations meet Oct. 29-30, NBC Oct. 22-24.

•

NEWS PRIZE • It's better than good guess that top candidate for Radio Television News Directors Assn.'s 1958 Paul White award for distinguished contributions to electronic journalism will be Robert D. Swezey, WDSU-AM-TV New Orleans and chairman of NAB Freedom of Information Committee. While White award committee members aren't talking officially, its consensus that Mr. Swezey will be honored for fight to remove barriers of Canon 35 restricting radio-tv access to courtroom. Hugh B. Terry, KLZ-AM-TV Denver, won award for similar service before Colorado Supreme Court in 1956. Dr. Frank Stanton, CBS Inc. president, was recipient last year. Winner this year will be announced at closing banquet of RTNDA convention in Chicago Oct. 15-18.

•

There's strong sentiment in RTNDA circles for creation of radio-tv newsmen's hall of fame. Structure and mechanics would follow baseball's Hall of Fame at Cooperstown, N.Y., with annual balloting for nominations. It's suggested that sportscasters also be included (like Graham McNamee, Ted Husing).

•

VINTAGE YEAR • Tv film people are getting more conscious of passing years and continual run of "old" movies on stations. Associated Artists Productions can be expected soon to play up its Warner Bros. feature library (more than 700 features) as "pre-1950" rather than "pre-1948." AAP points out it now offers more than 40 Warner Bros. pictures released in years 1948, 1949 and 1950 and since AAP's 1956 purchase appropriate payments have been made to settle clearances outstanding.

•

Communications lawyers wrangled through three long, separate meetings before wording of Federal Communications Bar Assn. comment in "strike" applications rules proposal was finally cemented (see story page 72). Many lawyers felt, it's understood, that private settlement—urged in canons—is perfectly legal and ethical way to compromise differences, and that FCC proposal tars good with bad.

•

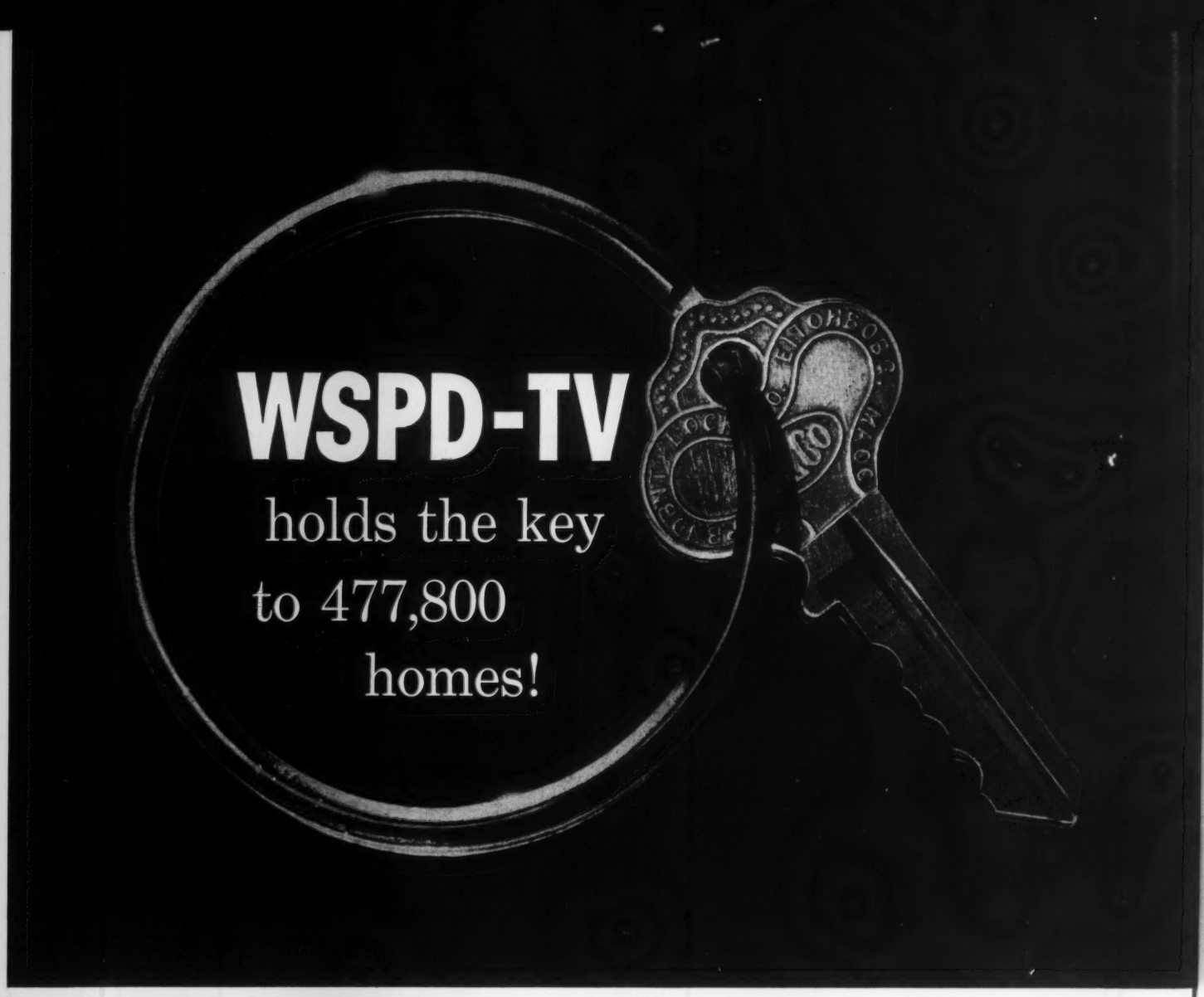
REUNION IN GENEVA • Commodore E. M. Webster, U. S. Coast Guard (Ret.) and former member of FCC (1947-1956), is attending International Telecommunications Conference, American delegation for which is headed by FCC Chairman John C. Doerfer. Commodore Webster, expert in international telecommunications, was assigned to conference by Western Union, for whom he acts as consultant, and acted in advisory capacity in preliminary sessions of American delegation, which sailed Sept. 12 on *USS America.*

•

Senate Commerce Committee communications expert Nick Zapple currently is on a trip to West Coast where he will confer with Chairman Warren Magnuson (D-Wash.) and special counsel Kenneth Cox, both of whom live in Seattle. Subject: upcoming committee report on tv allocations and community antenna problem. Report, originally planned for summer release, now is targeted for late fall. Mr. Zapple also plans to attend NAB regional conference Thursday and Friday in Sun Valley, Idaho.

•

SECOND CHAPTER • Robert McMahon, House Legislative Oversight's "communications expert," this week will deliver second report on matters he says need correcting at FCC. Latest will deal with FCC's authority to crack down on broadcasters who violate its regulations (i. e., forcing station off air at expense of public). Last spring, Mr. McMahon hit Commission "pro forma" sale approvals, "dissipating" grounds for original grant and stimulating "trafficking" in licenses [LEAD STORY, May 19].

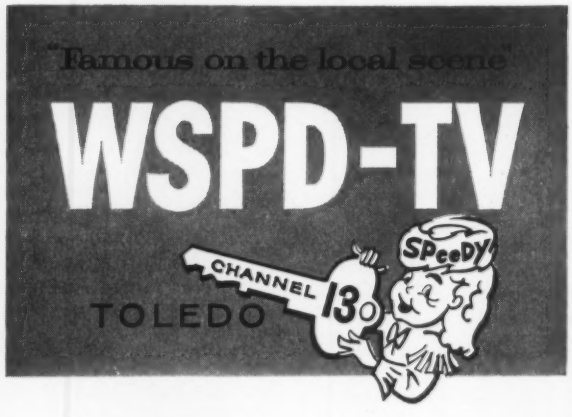


10 Years Toledo's Only Station

SPeeDy is celebrating its tenth year as Toledo's only television station, reaching 477,800 homes in 24 counties of Ohio, Indiana and Michigan—a billion dollar market!

WSPD-TV sells to almost two million people . . . News, entertainment and public interest programming have been consistently backed up by hard-selling merchandising and local promotion for SPeeDy's advertisers. This policy will continue in even greater measure during the next ten years.

With Toledo's accelerated importance as a key port to the sea upon the completion of the St. Lawrence seaway, SPeeDy's unchallenged dominance is a "blue chip" buy!



Represented nationally by the **Katz Agency**

STORER BROADCASTING COMPANY

Storer Television

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV
Toledo	Cleveland	Detroit	Atlanta

THE WEEK IN BRIEF

Money Moving in Tv Film—Independent Television Corp. buys TPA for $11.35 million, springs into full-blown tv film distribution competitor. It's the latest of several portents of major film control shifts. Page **31.**

Small Wheels in Radio-Tv—They suddenly begin to roll as small-budgeted foreign car manufacturers taste once-forbidden fruits of air media. Renault is in a CBS-TV series; Jaguar is taking a short ride on CBS Radio; Simca, bolstered by Chrysler coin, will up its budget; Volkswagen funds headed for spot. Page **32.**

Most Preferred in Spot Radio—It's the one-minute radio commercial. Study released by Radio Advertising Bureau shows that more than 82% of spot radio commercials on air are one-minute in length. Page **33.**

Wholesale Changes at K&E—Miller resigns, six other executive promotions announced. Page **35.**

Big Buy From the West—Contadina foods, through Cunningham & Walsh, will launch extensive spot radio campaign in areas covering 27 major cities. Page **36.**

ABC-TV's Preview—President Treyz says network invests more than $40 million in brand new programming to add to the new season's schedule, reveals publicly "Operation Daybreak" to start Oct. 13. Page **43.**

'Depression-Proof' Plan—Acquiring MBS is part of A. L. Guterma's blueprint for expansion in entertainment, a product people will always want. Other goods in the optimistic industrialist's portfolio: automotive parts, phonographs, lace, carpets, electronic components, film. Page **46.**

Cowan on Tv Programs, Costs, Critics.—CBS-TV network president says tv's future growth will be in better programs, not more homes; that advertisers must get their money's worth; that criticism should be responsible not loose. Page **43.** On quiz "scandal": There's no room for dishonest or unfair programs. Page **48.**

Probe's Effect on Quizzes.—Trendex says special study finds few people are "disappointed and now suspicious," biggest number "like quiz shows and will continue to watch them." NBC-TV examines reaction to its own programs, find no adverse effect. Page **48.**

Laggards in the West—NBC-TV's Durgin says western firms are not using national tv as much as they should, but blames "poor communications" by agencies and networks. Page **50.**

NAB Kicks Off in Biloxi—Fall conference series gets underway with delegates being reminded that legislative troubles still loom ahead. Report made on margins of profit at radio independents, network affiliates. Fitzgerald executive tells how agency is overhauling its timebuying methods. NAB readies promotional and instruction films. Page **54.**

Next for NAB'ers—Fall conference series moves to Oklahoma City today, Sun Valley Thursday. Page **60.**

Oversight to Re-open FCC Study—Hearings on grant of ch. 4 Pittsburgh begin tomorrow (Tuesday) to be followed by a look at Commission decisions remanded by courts. Page **64.**

Presidential Commission to Study Spectrum Expected—Action seen within fortnight following cabinet study of problems. EIA board again urges full-scale investigation, but suggests no course. Page **66.**

Miami Ch. 10 Case Gets Hot—Baker-Porter in exchange. Baker calls Sen. Smather "liar". Whiteside scheduled this week. Page **68.**

Not True, Says WAKR—Akron station denies it is using affiliated *Akron Beacon Journal* to promote WAKR, hurls counter-charges at rivals. WHKK becomes third Akron outlet to charge WAKR with falsifying listener data. Page **69.**

Remand Rattles FCC Policy—Appeals Court remands Biloxi ch. 13 grant, finds FCC erred in deciding on financial qualifications of applicants before hearing. Page **70.**

Atomic Physics on TV—NBC-TV, in cooperation with various foundations, educational groups and industry, will begin daily program on basic and nuclear physics to improve science education in high schools. Page **76.**

Blamed for Strike—Local 1212, IBEW labor troubles continue as rank-and-file committee report, approved by membership, blames administrative staff for CBS strike and "deteriorating relationship" with IBEW headquarters and other broadcast unions. Page **82.**

Station Images—Blair radio representation firm releases new qualitative research. Says to get and hold large shares of audience stations must appeal to all ages, all classes. Page **84.**

Another Political Libel Rhubarb—North Dakota Farmers Union files $2.4 million libel suit against KFGO Fargo for alleged libelous statements made on station by political candidate. Justice and FCC ask Supreme Court to review similar suit against WDAY-TV Fargo. Page **84.**

Calculating the Tv Risk—Picking a network tv show no longer has to be a crystal-ball affair, says Richard Lockman, vice president and general manager of Emil Mogul Co., New York. Videotape tryouts could make the choice of a live show as sure for an advertiser as his decision on a new product after limited-market trials, Mr. Lockman suggests in MONDAY MEMO. Page **109.**

MR. LOCKMAN

DEPARTMENTS

ADVERTISING & AGENCIES	32	NETWORKS	43
AT DEADLINE	9	OPEN MIKE	22
AWARDS	50	OUR RESPECTS	28
BUSINESS BRIEFLY	34	PEOPLE	93
CHANGING HANDS	87	PERSONNEL RELATIONS	82
CLOSED CIRCUIT	5	PROFESSIONAL SERVICES	82
COLORCASTING	43	PROGRAMS & PROMOTIONS	88
EDITORIAL	110	PROGRAM SERVICES	81
EDUCATION	76	RATINGS	39
FILM	78	STATIONS	84
FOR THE RECORD	97	TRADE ASSNS.	54
GOVERNMENT	64	UPCOMING	62
IN REVIEW	15		
INTERNATIONAL	72		
IN THE PUBLIC INTEREST	20		
LEAD STORY	31		
MANUFACTURING	74		
MONDAY MEMO	109		

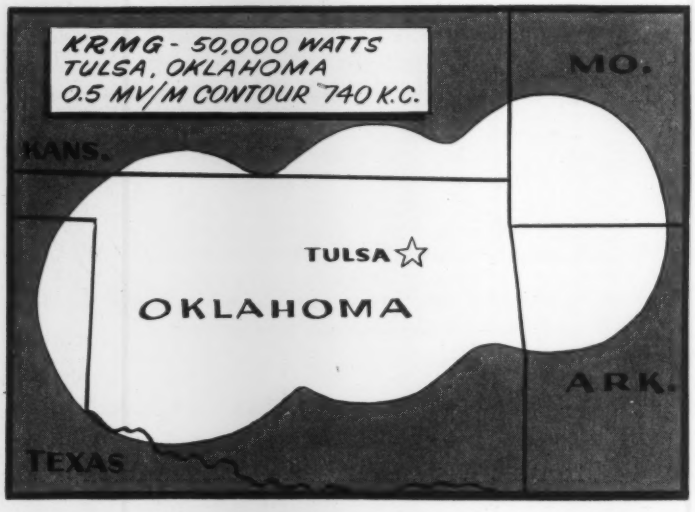
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

POSTCARDS...

we got postcards from listeners to Regional *KRMG* Tulsa

all we said was "drop us a card" and we got 87,312 postcards!



During our one week "Big Surprise" promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87,-312 postcards . . . proof of Regional KRMG's big coverage, audience responsiveness and superior salesmanship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

at deadline

Commission-Fee System Here to Stay, Says Harper

Defense of commission-plus-fees system of agency compensation was entered by Marion Harper Jr., president of McCann-Erickson, in speech Friday (Sept. 19) at marketing conference of National Industrial Conference Board in New York.

He appeared with Paul B. West, president of Assn. of National Advertisers, who urged case-by-case re-evaluation of commission-fees system.

"For the present, and overall," Mr. Harper said, "I am confident that individual negotiations [between agency and client] can provide both incentive and adequate compensation to the agency and value to the client—within the commission and fee system."

Mr. Harper said present system "appears to have a number of advantages that are appropriate to the advertiser-agency-medium relationship and to the services rendered by the agency." Among factors he cited: Agencies share responsibility with advertisers in end-result of marketing program; most agency services are on continuing rather than per-job basis; ideas, "the primary product of agencies, are virtually impossible to price;" agencies are providing increasing number of services for which no single price yardstick applies.

While not expecting "revolution" in commission system "for some years," he thought that "in the foreseeable future—if and when agencies make contributions that demonstratably and importantly help build a company's growth—they may be compensated in the same way that major contributions of executives are compensated. In given situations, smaller advertisers may conceivably provide the incentive of stock options or some similar device." When that day comes, he thought, agencies may not be competing for clients so much as clients will be striving to retain their productive agencies.

HOT TIP

To other uses of videotape add another: Sort of electronic tout. Yonkers (N.Y.) Raceway is using it instead of film this year to record running of races and officials say it's so speedy that judges can review tape (for fouls, etc.) by time photo-finish still picture is delivered. They say also that VTR is adding whoppingly to track take (some estimates have ranged as high as $30,000 extra per night, but track officials would confirm no exact figure). Tape's role in increasing betting apparently stems from fact race results can be posted faster, thus giving more time for betting on next race—which horseplayers are reluctant to do till they've seen results of last one.

FCC Refuses to Extend Daytimers' On-Air Hours

FCC Friday issued order denying Daytime Broadcasters Assn. petition for extended hours of operation for daytime am stations (from 5 a.m. or local sunrise, whichever is earlier, to 7 p.m. or local sunset, whichever is later).

FCC said population which would gain service by extended daytimer hours is "vastly exceeded" by that which would lose service of existing stations through added interference to all but few of 107 frequencies if proposal were approved. Operation by daytimers during non-daytime hours would serve only fraction of their daytime areas and populations, "sharply limiting" gains in service, FCC said.

Additional interference created would limit service of clear channel, unlimited time Class II and III stations so they in many instances would not serve all communities to which they are assigned, order said, adding: "While a first nighttime primary service would be afforded to some population during these hours, and a first local service would be afforded to more than 900 communities in the nation, extensive 'white areas,' in which the population would lose all nighttime primary service, would be created." All secondary service on virtually all clear channels would be destroyed, FCC said, and service to rural areas would be lost because of destruction of secondary service (only service received by some 20 million persons in about half area of U.S.) and "vast impairment" of primary service during hours involved.

Severe interference to foreign stations would occur, inconsistent with "international understanding," FCC added. Overall degradation of service would necessarily create greater needs in emergencies than those proposals would fulfill, FCC continued.

Answering argument local service gained would be of value to local population while lost service from distant stations would be of little consequence to those who would lose it, FCC said "record shows" that service lost would not be "solely or principally" that of distant stations but also would occur close to communities where such stations are located. Besides, record shows many full-time stations, both clear and regional, program for outlying communities which would lose service, FCC said.

Order was issued by six-member Commission (Comr. Rosel Hyde acting as chairman in absence of John C. Doerfer). Comr. John S. Cross issued concurring statements sympathizing with daytimers and adding, "I reach this conclusion with regret."

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

FORD FOR FALL • Ford Div. of Ford Motor Corp., Dearborn, Mich., has completed its plan for broadcast support to introduction of 1959 models during second week of October. Ford, through J. Walter Thompson, New York, currently is purchasing substantial spot radio campaign for its passenger car that will break in major markets during that week. Surprise part of Ford buying: one-shots signed in programs on all three tv networks on behalf of complete line of trucks, for which Ford also is buying some spot radio. Network shows (for introduction period): participation in ABC-TV's *Sugarfoot* and *Cheyenne* on Oct. 14 and Oct. 21 respectively; NBC-TV's *Dragnet* Oct. 28, and on CBS-TV the following, one-third of *Perry Mason* Oct. 25 and one-half of *Playhouse 90* Oct. 16 and three *Douglas Edwards With the News* programs, Oct. 15, 17, and 21. Ford's regular network schedule includes full sponsorship on alternate weeks of *Wagon Train* and all of weekly half-hour *Ford Show* (Tennessee Ernie Ford), both NBC-TV, and weekend segments of *Ford Roadshow* on CBS Radio.

SILVER LINING • Sterling Silversmiths Guild of America, N. Y., which last quarter used only one network (NBC Radio), reportedly is seeking maximum audience impact by buying both NBC Radio and CBS Radio—segments in three programs on each network slotted opposite each other. Campaign on both networks kicks off end of October for eight weeks. Supplementing this strategy, Fuller & Smith & Ross, guild's agency, is adding 10-week radio spot campaign in 22 markets starting Oct. 6. Purpose: To promote gift-giving of sterling silver at Christmas and other occasions.

PENETRATION • Lever Bros.' new Handy Andy liquid all-purpose household detergent is close to achieving penetration south and west of Rockies. Buying out of Kenyon & Eckhardt, N. Y., continues without letup (see story, page 35) for markets in Arizona, Oregon, Washington. Tv spot is basic medium.

BACK AGAIN • Monarch Wine Co. (Manischewitz), Brooklyn, N. Y., coming back to spot tv after summer hiatus with special drive for Manischewitz fruit wines. Reusing theme "everybody's wine . . . because it tastes so good," Monarch agency, Lawrence C. Gumbinner Adv., N. Y., now seeks to lock up about 60 markets scattered in Far West, Midwest, East and South for pre-Christmas drive, beginning middle of

at deadline

Harris Wants One Agency To Control Full Spectrum

Rep. Oren Harris (D-Ark.) said last week that he planned to re-introduce legislation in next session of Congress calling for study of utilization of radio spectrum (see story, page 66). Speaking last week before Arkansas Telephone Assn., House Commerce Committee chairman also called for establishment of single agency to control both military and civilian use of spectrum.

"I regret the action of the [broadcast] industry in suddenly opposing the study and investigation . . ." of spectrum, Rep. Harris said. Such a proposal passed Senate in 85th Congress but was killed in House after Commerce Committee had accepted White House amendments [GOVERNMENT, Aug. 11].

Rep. Harris said he had "complete sympathy" for broadcasters' fears that military is after additional spectrum space. However, he expressed hope that establishment of single agency to control all of spectrum would make more frequencies available for civilian use. Rep. Harris stated: "As demand for spectrum space grows, the need for unified control over this valuable resource for civilian and military purposes has become more and more apparent."

Guild, Roach Sign VTR Pact

One-million dollar exclusive long-term pact between Guild Films and Hal Roach Studios was announced over weekend. Under agreement, Roach lot will be equipped with orthicon camera chains and videotape equipment to make it in effect "complete tv station without a transmitter," announcement by Hal Roach Jr., president, Hal Roach Studios, and John J. Cole, Guild president, said.

Guild has already obtained two Ampex machines, one installed at KCOP (TV) Los Angeles, other in New York, and is negotiating with Ampex for undisclosed number of videotaping units. "Four machines are in standby position, available to us Nov. 1," Mr. Cole said. He estimated that remodeling to equip Roach for videotaping as well as motion picture production would take about three months.

'Pravda' Accuses NBC

NBC Friday declined comment on *Pravda* blast at network for "maliciously" violating agreement with Soviet that called for recorded tv interviews with several USSR leaders to be seen in *Youth Wants to Know*. Soviets claimed delay in showing interview with First Deputy Premier Anastas Mikoyan and of coupling film show with live "anti-Soviet fabrications." NBC-TV explained fortnight ago it delayed showing films because it wanted to reach greater audience by moving *Youth Wants to Know* to later time period.

Why National Airlines Counsel Tried to Hire Mack's Friend

Purpose for which Paul R. Scott, general counsel of National Airlines, attempted to hire Miami attorney Thurman A. Whiteside was probed at Friday's session of Miami ch. 10 rehearing (see earlier story, page 68).

Mr. Scott maintained all he wanted was to have Mr. Whiteside's name entered as counsel so Comr. Richard A. Mack would be impressed with respectability of National Airlines principals. This, Mr. Scott averred, was like having noted constitutional lawyers John W. Davis or George Wharton Pepper appear as of counsel in U. S. Supreme Court brief. Mr. Whiteside and Mr. Mack were close friends. Mr. Whiteside is scheduled to testify today and tomorrow.

Mr. Scott stated he did not attempt to hire Mr. Whiteside to have him talk to Mr. Mack about case. There has been testimony that Mr. Whiteside did talk to Mr. Mack about Miami ch. 10 case while final decision was pending.

National Airlines general counsel related steps taken to hire Mr. Whiteside as "defensive" move to counter purported "shenanigans" by other parties. He said he had no recollection of any proposed fee when James Brennan, FCC counsel, asked if $10,000 was mentioned.

Mr. Whiteside said he would not accept fee or become counsel of record, Mr. Scott testified, but offered to help. Mr. Scott said he treated offer as nothing more than "graceful gesture."

Mr. Scott testified before House Legislative Oversight Committee that at another time. Mr. Whiteside called him and said there was so much pressure on Mr. Mack in ch. 10 case that he (Whiteside) would have to withdraw his offer to help.

Affiliates Like ABC-TV Plans

"Pleased and shocked—p l e a s a n t l y shocked" were words used by head of ABC-TV Affiliates Assn. to describe reaction after network officials presented fall and future program and other plans to association's board in semi-annual meeting Friday in San Francisco.

Chairman Joe C. Drilling, KJEO-TV Fresno, said board members were "enthusiastic" about ABC-TV's plans and, with network getting into daytime on substantial basis, no longer considered themselves affiliated with "half a network."

He said that plans to become competitive in sports coverage also were well received. Friday afternoon session of board was to be devoted to affiliates' "problems" with ABC-TV but Mr. Drilling said no "basic" ones were left after morning presentation, when handling of what had been considered problems—such as product protection —was explained by network officials.

PEOPLE

JAMES T. BUTLER and **WILLIAM C. GOODNOW** appointed respective managers of WISN and WISN-TV Milwaukee effective today (Sept. 22). They replace **JOHN B. SOELL,** who resigned as general manager of both stations. Mr. Butler has been assistant manager of WISN-AM-TV since March, was station manager of WIRL Peoria before then. Mr. Goodnow has been sales manager of WXIX (TV) Milwaukee.

TRISTRAM DUNN, account executive-vice president, N. W. Ayer & Son, to Compton Adv., as vice president-account manager on Sterling Drug's Glenbrook Labs Div. (Fizrin and Instantine).

CHARLES GODWIN, newly elected station vice president of Mutual, will represent that network on NAB board of directors.

EDMUND ANDERSON, formerly with Ketchum, MacLeod & Grove, and **JOHN J. MACDONALD,** formerly with Sullivan, Stauffer, Colwell & Bayles, join Dancer-Fitzgerald-Sample, N. Y., as commercial producer and tv art director respectively.

C. HERBERT MASSE, formerly sales manager of WBZ-TV Boston, named account executive for ABC Films Inc. in upper New York state and New England.

JACK PRICE, formerly account executive with NBC Spot Sales, named to sales staff of WNEW-TV New York.

LEO PILLOT, previously exploitation director of Rank Film Distributors of America, to ABC-TV to handle field exploitation on "Operation Daybreak," network's new daytime programming concept.

BUSINESS BRIEFLY CONTINUED

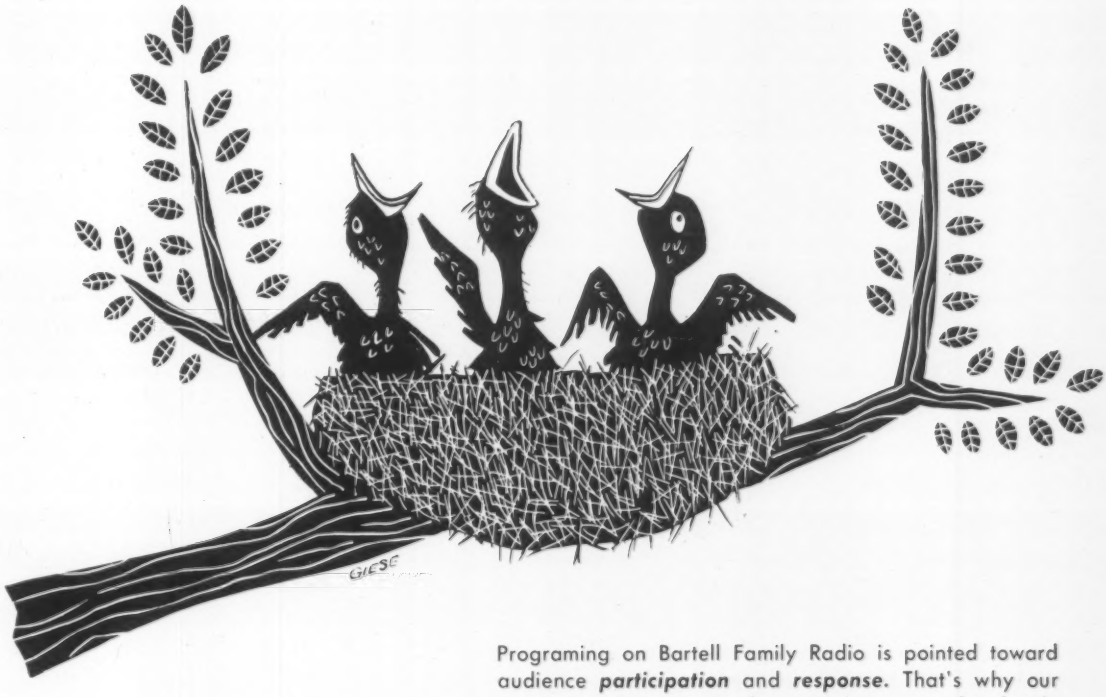
October. Tv push will be supplemented with campaign on Negro radio stations.

COLD WAVE • Chesebrough-Pond's (Pertussin), through McCann-Erickson, N.Y., has bought 8-10 week spot-tv schedules in 50 markets, beginning Oct. 13. Approximately six spots per week will be used in each market.

DOUBLE SPOT • Warwick & Legler Inc., whose spot activity this past summer quieted down to give clients hot-weather respite, is back again with two major fourth-quarter campaigns: Warner-Lambert Pharmaceutical's Bromo-Seltzer (Emerson Labs. Div., Baltimore) this week kicks off 75-market tv spot drive to last through end of year. This is to be followed by 15-market Ex-Lax (laxative) tv push to supplement Brooklyn firm's four radio network spread.

GOING WEST • Olympia Brewing Co. through Botsford, Constantine & Gardner, Seattle, will sponsor *Glencannon,* half-hour film series starring Thomas Mitchell, in over 40 western markets in 1959. Gross-Krasne is distributing series now being produced in Europe, with 20 programs completed of 39 to be included in first package.

RECEPTIVITY



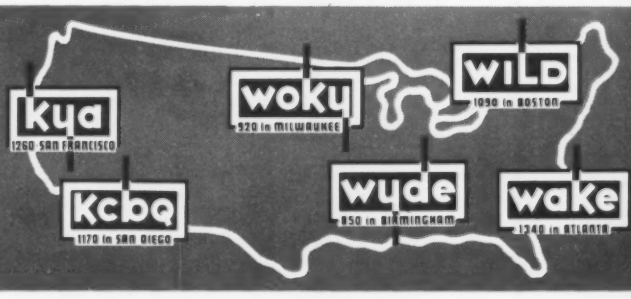
Programing on Bartell Family Radio is pointed toward audience ***participation*** and ***response.*** That's why our continuous succession of copyright games for family fun . . . that's why our never-ending stream of response-producing featurettes . . . and the thorough local news coverage with names and addresses.

bartell family radio puts the audience into a "mental focus" which music and news alone cannot do.

And with mental focus comes ***RECEPTIVITY*** . . . "a disposition to receive suggestions" says Webster . . . a state of mind upon which an advertising message is most effective.

BARTELL IT...and SELL IT!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WUX 364

1201

NL = Night Letter
LT = International Letter Telegram

IMMEDIATE ACCEPTANCE OF ZIV'S "MACKENZIE'S RAIDERS" PROVED BY SIGNING OF SPONSORS AND STATIONS IN OVER 100 CITIES. THIS THRILLING NEW TV SERIES STILL AVAILABLE IN FEW REMAINING MARKETS. CHECK YOURS NOW.

"MACKENZIE'S

starring RICHARD C

WESTERN UNION TELEGRAM

OKLAHOMA CITY, LOUISVILLE
SPONSORED BY
LINCOLN LIFE INS. CO.

WESTERN UNION TELEGRAM

BALTIMORE, WASHINGTON,
PITTSBURGH, MILWAUKEE,
MINNEAPOLIS - ST. PAUL
AND MANY OTHER MAJOR MARKETS
SPONSORED BY
BROWN & WILLIAMSON—
RALEIGH CIGARETTES

WESTERN UNION TELEGRAM

BIRMINGHAM
SPONSORED BY
ZEIGLER PACKING

WESTERN UNION TELEGRAM

BOUGHT BY
STATIONS

KTTV
WSB-TV
WLOS-TV
KFSD-TV
WSM-TV
KGUL-TV

NEW YORK CITY
SPONSORED BY
GALLO WINE AND
L & M CIGARETTES

WESTERN UNION TELEGRAM

SAN FRANCISCO
SPONSORED BY
AMERICAN MOTORS

WESTERN UNION TELEGRAM

DENVER
AND MANY OTHER IMPORTANT
WESTERN MARKETS
SPONSORED BY
ADOLPH COORS BEER

WESTERN UNION TELEGRAM

ST. LOUIS
SPONSORED BY
BANK OF ST. LOUIS

WESTERN UNION TELEGRAM

DETROIT, CLEVELAND,
DAYTON, COLUMBUS,
INDIANAPOLIS, FT. WAYNE
AND MANY OTHER IMPORTANT
MIDWEST MARKETS SPONSORED BY
STROH'S BOHEMIAN BEER

America's leading advertisers are going to share in the tremendous impact of "Mackenzie's Raiders".

Stories of hard-fighting, hard-riding heroes from the archives of the U. S. Cavalry—a fiery chapter in American History.

All the dramatic impact of action, adventure, and daring that means profitable programming for you.

WESTERN UNION TELEGRAM

BOUGHT BY IMPORTANT
STATIONS LIKE

KVAR	PHOENIX
KSL-TV	SALT LAKE CITY
KEYT	SANTA BARBARA, CAL.
WTVT	TAMPA, FLA.
KOLD-TV	TUCSON
KCBD-TV	LUBBOCK

WESTERN UNION TELEGRAM

MIAMI
AND A LONG LIST OF OTHER
MAJOR MARKETS SPONSORED BY
SCHLITZ BEER

RAIDERS"

CARLSON

WESTERN UNION TELEGRAM

LITTLE ROCK
SPONSORED BY
KROGER

WESTERN UNION TELEGRAM

BOUGHT BY IMPORTANT
STATIONS LIKE

KERO-TV	BAKERSFIELD, CAL.
KGHL-TV	BILLINGS, MONT.
WHDH-TV	BOSTON
WFAA-TV	DALLAS
WHTN-TV	HUNTINGTON-CHARLESTON
WBRZ-TV	BATON ROUGE

ZIV Television

How to fish for men

with the help of Air EXpress and Extra-Fast Delivery.

This is the story of a big *profit* that didn't get away.

Seems that when a run of fish develops anywhere in the country, men from miles around rush to buy rods, reels, hooks, everything. The fish won't wait, and fishermen can't. So an alert manufacturer casts his net in these moneyed waters, and lands the business – with the help of Air E***X***press. He speeds deliveries to stores, even thousands of miles away, no later than *overnight*.

If you, too, would like to land extra sales – no matter *what* you sell – call Air E***X***press, the name with the ***"X"*** in it. For Air E***X***press is the *only complete* door-to-door air shipping service to thousands of U.S. cities and towns. It multiplies your selling opportunities with 10,212 daily flights on America's scheduled airlines – plus fast pick-up with 13,500 trucks (many radio controlled) – plus a nationwide private wire system. Yet Air E***X***press is inexpensive; a 15 lb. shipment from South Bend, Indiana to Grand Junction, Colorado costs only $8.03 with Air E***X***press – $1.68 less than any other complete air shipping method. Explore all the facts. Call Air E***X***press.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

BRAINS AND BRAWN

A new quiz show is quite a novelty these scandalous days. And, in the case of NBC-TV's European import *Brains and Brawn*, it's the novelty of its approach to the business at hand that lifts it above the run-of-the-mill quizzer.

Two two-man teams, with a "brain" and a "brawn" on each, compete for the dangled loot, which has a top limit of $30,000 (the losers receiving autos for their time and trouble). The opening stanza had space-age expert Willy Ley and Vanguard rocket chieftain Kurt Stehling attempting to answer studio questions about rockets, trips to planets, and astronomical names of satellites, while out on the links, golfers Sam Snead and Tommy Bolt were competing with their irons.

The "brains" didn't live up to advance billing on opening night as they answered only one of three questions asked. The "brawns" fared better, failing in only one feat: an attempt to duplicate a difficult shot made three decades ago by golf immortal Bobby Jones. To golfers, National Open champion Bolt's three iron shots straight down a 215-yd. fairway to within inches of the hole was a remarkable feat. Even non-golfers straightened up and took notice, especially since Sammy Snead managed to get only one of his three shots on the green.

If the studio portion can receive an injection of visual interest to match that of the remote segments, *Brains and Brawn* should prove a winner.

Chain-smoking mc's Jack Lescoulie and Fred Davis handle their chores in a competent manner, though the viewing audience is usually a step ahead of Lescoulie in determining the winning "brawn."

Production costs: Approximately $32,000.

Sponsored by Liggett & Myers (L&M, Oasis cigarettes), through McCann-Erickson on NBC-TV Saturday, 10:30-11 p.m. EDT. Started Sept. 13.

Production: Ile de France International Productions Inc.; executive producer: Herb Moss; consultant to producer: Pierre Bellemare; associate producers: Boris Frank, Jerry Landay, Herb Strauss; directors: Paul Bogart, Craig Allen; musical directors: William Kelley, William Patterson; announcer: Bill Wendell.

THE PLYMOUTH SHOW STARRING LAWRENCE WELK

With a bit of cooperation from the television viewer (who was asked to tune the radio with his tv), the new Lawrence Welk program on Sept. 10 produced a musical treat: a definite stereophonic effect. The program was said to be the first tv-radio stereophonic broadcast on a coast-to-coast basis (it covered five cities). The result was one of richness, fullness and depth of sound. Even with the radio turned off, the music seemed richer and fuller.

The first program highlighted Mr. Welk's new "Little Band," composed of gifted teenage musicians. They were uniformly excellent. Outstanding perhaps were Chris Piazza on the chord organ; Sheryl Swint on the piano and Cubby O'Brien on the drums. The program was a musical delight, covering the range of classical selections, standard melodies and Dixieland jazz. Mr. Welk knows how to strike the popular chord.

Production Costs: Approximately $20,000.

Sponsored by the Plymouth Div., Chrysler Corp., through Grant Adv., on ABC-TV and on ABC Radio (in New York, Chicago, Detroit, Los Angeles and San Francisco), Wednesday, 7:30-8:30 p.m. EDT. Started Sept. 10.

Executive producer: Sam Lutz; producer: Edward Sobol; director: James Hobson.

WANTED: DEAD OR ALIVE

If a new western series starring an unknown named John Wayne and called *Stagecoach* appeared, there would be more than a few viewers to groan, "Oh, no, not another one!"

Keeping this in mind, it can be said that CBS-TV's newest entry, *Wanted: Dead or Alive*, neither fails nor exceeds the present western norm. It has a lean hero: Steve McQueen, who is of the John Wayne rather than the *Maverick* school. It has plenty of action: In the Sept. 13 episode, there were fights between men, between women and a gun duel ending with one dead villain. It adheres to the old-fashioned rules: The colonel's daughter kissed the hero for clearing her father's name, but he didn't kiss her back.

There is a simplicity and tautness about the entire production which may draw conservative fans alarmed by the subtle effeteness of the adult western. At the end of the Sept. 13 show, the hero mounted his horse and rode off down the dusty trail to round up them fake posters (around which the plot revolved). As Mr. McQueen put it: "A man's gotta make a livin'."

It may be presumed that he will be making a fair living as a tv bounty hunter for the next 39 weeks anyway.

Production costs: Approximately $39,000 weekly.

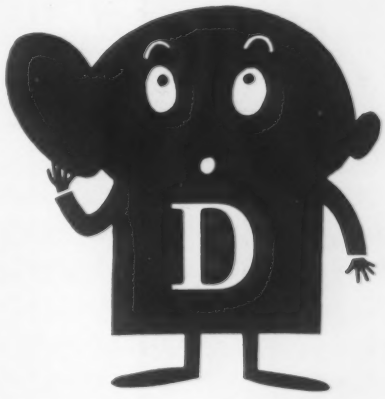
Sponsored by Brown & Williamson (Viceroy) through Ted Bates on CBS-TV Saturday, 8:30-9 p.m. EDT. Started Sept. 6.

Producer: John Robinson; Directors: Thomas Carr and Donald McDougall.

STEVE CANYON

The drumbeaters for Milton Caniff's Pegasus Productions, have left no cliche unturned in driving home "the fact" that no newspaper comic strip has ever "successfully" been translated to television.

The premiere of *Steve Canyon* ought to reassure *aficionados* of the Sunday supplement that there's a mile-wide difference between the two Canyons. So much to the credit of newspapers. Taken for what it is —the makings of another tv trend, this time to the sky—*Steve Canyon* is interesting just so long as it remains in the air. With its landing flaps down, the series screeches into



"D" became Dopey
From too much confusion
Of gimmicked-up sound
In redundant profusion!

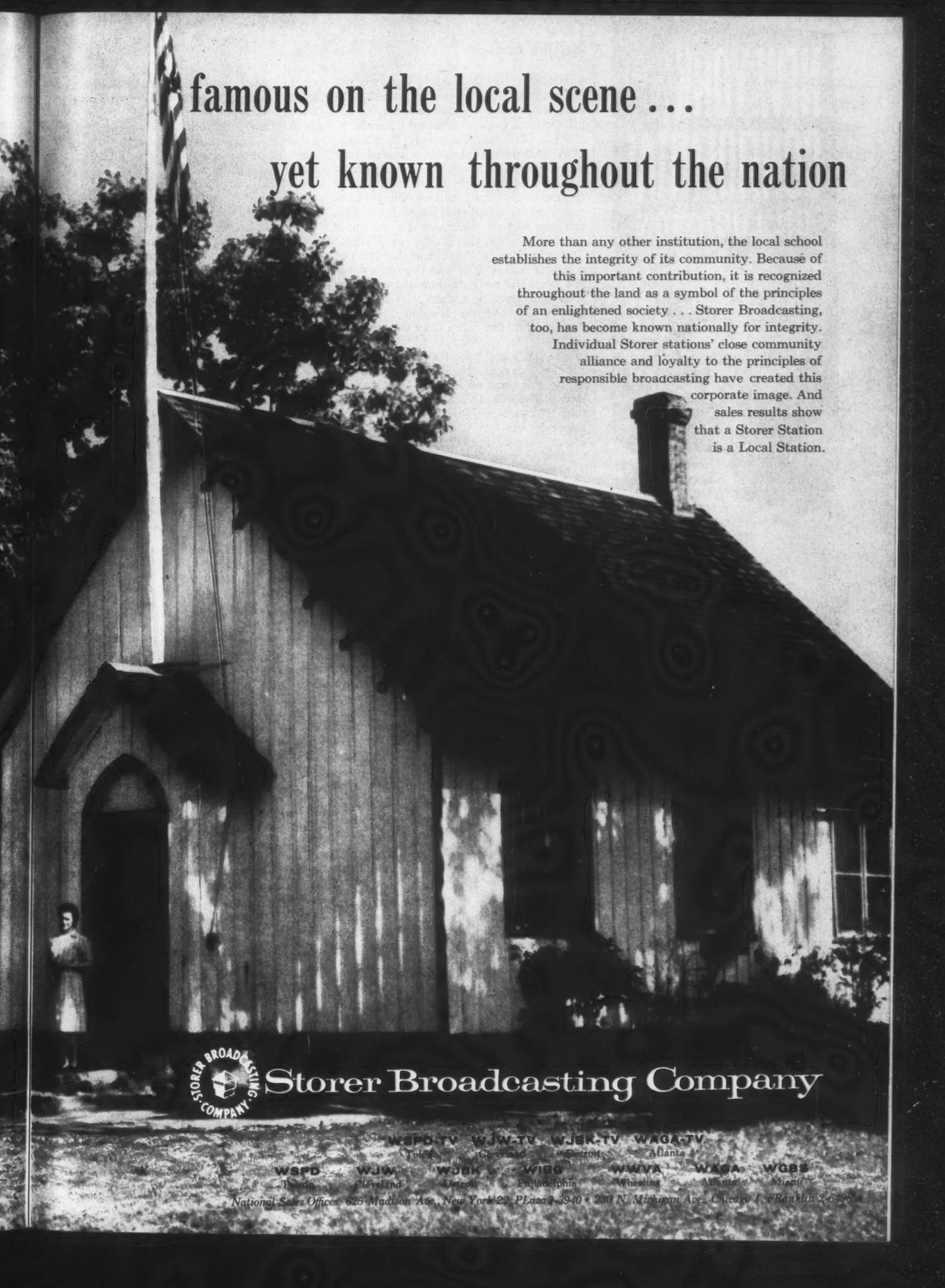
In these days of high prices and low boiling points, a lot of broadcasters are relying on all sorts of attention-getting devices. Unfortunately most of them serve only to distract and confuse.

KHJ Radio, Los Angeles, believes that the best attention-getter (and attention-holder) is solid, mature programming, designed to specifically meet the variety of tastes that make up America's 2nd Market.

Nobody ever built up a loyalty to a kazoo or a glockenspiel, but for 36 years Los Angeles listeners have been loyal to KHJ's FOREGROUND SOUND and to the personalities on our air.

Never underestimate the variety of tastes in the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.


famous on the local scene...
yet known throughout the nation
More than any other institution, the local school establishes the integrity of its community. Because of this important contribution, it is recognized throughout the land as a symbol of the principles of an enlightened society . . . Storer Broadcasting, too, has become known nationally for integrity. Individual Storer stations' close community alliance and loyalty to the principles of responsible broadcasting have created this corporate image. And sales results show that a Storer Station is a Local Station.
STORER BROADCASTING COMPANY
Storer Broadcasting Company
WSPD-TV Toledo
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
WSPD Toledo
WJW Cleveland
WJBK Detroit
WIBG Philadelphia
WWVA Wheeling
WAGA Atlanta
WGBS Miami
National Sales Offices: 625 Madison Ave., New York 22, PLaza 3-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6260

NEW YORK CONFIDENTIAL
ON LOCATION

TRACY ON TIMES SQUARE

Round-the-clock, millions are caught up in the current of the world's crossroads!

WATERFRONT CHASE

Lee Tracy and "New York's finest" find high adventure on the piers!

FOCUS ON FINANCE

A few narrow streets — financial fates decided!

Wire or phone Michael M. Sillerman, Exec. V.P., collect today for your market!

TPA

a muddy field of implausible situations and jarring officer dialogue that would send straight-backed Pentagonians scurrying for the Uniform Code of Military Conduct.

While Lt. Col. Stevenson B. Canyon USAF AO 041-044 is made of more believable stuff than some of his comic-strip predecessors, his tv counterpart suffers dreadfully from what apparently is a lack of oxygen. As portrayed by tight-lipped Dean Fredericks, this hero ought to feel more at home standing next to Sgt. Joe Friday at Madame Tussaud's Wax Works than at the wheel of a KB-50 fueling ship. The Pegasus promoters point out no little time nor effort has gone into securing a chap who looks the part of Col. Canyon. No doubt. Now all that remains is to find a chap who can also act.

The series opens with a pompous, *Dragnet*-like preamble that implies you've got to like this show or face the Un-American Activities Board. This is followed by a stirring "up-we-go-into-the-wild-blue-etc." theme by the late Walter Schumann. One senses danger. Somebody's going to get killed. Somebody does.

After all is said and done and the heroes fly off happily ever after, flight shock sets in. The initial reaction is one of keen disappointment.

Production costs: Approximately $48,000. Sponsored by Liggett & Myers (Chesterfield) through McCann-Erickson on NBC-TV, Saturday, 9-9:30 p.m. EDT. Started Sept. 13.

Produced by Pegasus Productions Inc. (Milton Caniff); executive producer: Michael Meshekoff; producer: David Haft; director (initial program): Ted Post; story editor: Sidney Carroll; technical advisor: Lt. Col. Frank Ball; production manager: Ralph Nelson; teleplay (initial program): Joseph Landon, Shelly Colbert; assistant director: Bruce Fowler Jr.; photography: Paul Ivano, ASC.

Cast: Dean Fredericks, Harry Towne, Susan Alexander, Paul Frees, Morgan Woodward, Sidney Clute, Dan Barton, Ray Montgomery, Fred Ford, and others.

BOOKS

THE ADMEN—a novel by Shepherd Mead. Published by Simon & Schuster, 630 Fifth Ave., New York. 309 pages. $4.

Madison Avenue habitues are finding out that there's a distinctly serious side to the many-faceted Shep Mead—until his retirement two years ago at age 41, radio-tv vice president at Benton & Bowles Inc.

Shep Mead used to liken himself to Francis Scott Key: he wrote by dawn's early light—and *how* he wrote! Eight plays—satirical novels and a number of do-it-yourself manuals that made mince-meat out of old-fashioned ethics.

This time Mr. Mead has come up with something refreshing: a serious novel about admen and adwomen in which there are only demi-villains, and even then, they're not terribly good at their knavery.

The entire action of this novel is confined to an 18-day period of trial-error-and-triumph at Branch Torrey Assoc., a middle-sized agency presided over by temperamental, hard-and-fast-driving Branch Torrey whose rough-shod tactics are nicely balanced by the bland diplomatics of Sherwood Ernst, a boy-hood friend of dubious talents who plays Faust to Torrey's Mephistopheles. Orbiting around this twosome are copywriters given to sporadic bouts with alcoholism and sex; account executives who proclaim their rugged independence by standardizing their wardrobe to the nth degree; clients who delight in ridiculing the professionals and a chap named Chip—whose competition with Torrey goes as far as the conjugal couch.

This might read quite like the personnae dramatis of any past-published advertising "expose." But Mr. Mead has stripped the characters of all artifice—here you will find no talk about sincere ties or running it up the flagpole. Instead, you will spend those 18 days with Torrey's associates—as *your* shop loses a big rotisserie account, makes a frantic pitch for—and gets—a much bigger electric shaver account; you sit through a session of "groupthink" or "brainstorming"; you will watch an overly-departmentalized client trample a perfectly decent ad to pieces by the "committee system."

Mr. Mead has spared us little; in many instances, not enough. Read *The Admen* and check your private "Glamour Counter." There'll be few clicks on the register.

THE BIG COMPANY LOOK—a novel by J. Harvey Howells. Published by Doubleday & Co., Garden City, New York. 384 pages. $3.95.

The author is emerging as leader of a back-to-the-grass-roots movement. Last spring in this magazine he advanced the theory that all advertising is not concentrated on Madison Avenue [MONDAY MEMO, May 26]. Now from his New Orleans (Fitzgerald Adv.) vantage, the avenue fugitive takes a retrospective look at city-oriented big business and the professional managers.

It is obvious that the writer has covered the same ground as his hero, Jack Pollock, boy wonder of the food promotion world. In pursuit of the big-company "look" Jackson Pollock steps out of college into the promotion department of a midwest-based food combine. From there on, it's a dizzying trip for the young man out of the ranks of one company and into the executive suite of another firm in New York. It reads much of the time like a case history from *The Organization Man*.

Many will feel they have read it before. It seems to be the story of the age—man caught up in the machine. Mr. Howells' version has an authentic sound, a frightening impact and some well drawn characters. Particularly amusing, in an ironic way, is the crusty head of one of the two food empires in Jackson Pollock's career. Mr. Pollock's boss is an ex-country boy, product of the American tradition—grown old and rich but preferring to retain the farm vernacular and give the executives their heads. But at a board meeting the old genius can still outwit them all, topping the most ruthless tactics any of his young men in a hurry can offer. *The Big Company Look* ought to be of interest to workers in any size company.

286 LETTERS FOR BOX 290...

step 1

(and another testimonial for **BROADCASTING***)*

This is an unusual kind of advertisement. It appeared in BROADCASTING's issue of July 28, 1958. It offers $500 in cash prizes to bona fide timebuyers who (a) could name the top Louisville station in the forthcoming July-August Hooperating; and who (b) could come nearest to the daytime share-of-audience figure It was "blind"—i.e., didn't identify the advertiser.

$500.00 ANOTHER $500.00

$500.00 CONTEST
IN LOUISVILLE!!!

$250.00 FIRST PRIZE $150.00 SECOND PRIZE
$100.00 THIRD PRIZE

AIRMAIL YOUR PREDICTION TO:

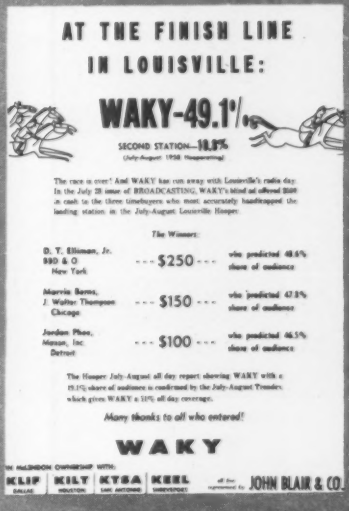
WINNERS WILL APPEAR IN AUGUST 18 ISSUE OF BROADCASTING

$500.00 $500.00

step 2

Here was the follow-up, announcing the names of timebuyers in New York, Chicago and Detroit who came closest to the official Hooperating score. (Top winner was only .5% low.) As you see, the advertiser is WAKY.

As contests go, this was quite a rousing one. A total of 286 qualified timebuyers mailed their predictions to Box 290 at BROADCASTING. That's quite a passel of timebuyers. As a matter of fact, computed against BROADCASTING's total *PAID* circulation of almost 6,000 agency-advertiser executives (biggest by far in the TV-radio field, incidentally), *this is roughly one response for every 21 paid subscribers. Or, among advertising agency readers alone, it's about one in 11!*


AT THE FINISH LINE
IN LOUISVILLE:

WAKY-49.1%

SECOND STATION—18.8%

The Winners:

D. Y. Elliman, Jr. BBD & O New York ---$250--- who predicted 48.6% share of audience

Marvin Barnes, J. Walter Thompson Chicago ---$150--- who predicted 47.8% share of audience

Jordan Phoe, Messe, Inc. Detroit ---$100--- who predicted 46.5% share of audience

Many thanks to all who entered!

WAKY

KLIF KILT KTSA KEEL JOHN BLAIR & CO.

step 3

Small wonder that WAKY owner Gordon McLendon wrote the letter you see here. "Evidently," he concludes, "you can't bury anything in BROADCASTING. Rest assured that we are delighted."

This sort of thing happens all the time. If you'd like to be delighted, too, we're happy to oblige. The only requirement in *our* contest is that you place *your* message in BROADCASTING. No guesswork involved. After all, why *shouldn't* the far-&-away No. 1 business-weekly of television and radio be able to do the far-&-away No. 1 advertising job?

THE McLENDON CORPORATION
DALLAS, TEXAS

August 13, 1958

Mr. Ed Sellers
Broadcasting Magazine
1735 DeSales Street
Washington, D. C.

Dear Ed:

Well, WAKY's 49.1% Hooper in Louisville was a shocker all right, but nothing compared to the response we had from our ad!

As you know, we ran a single page in black and white, one time only, offering $500.00 to the timebuyers who could predict most accurately the Number One station and its share of audience in the July-August Louisville Hooperating. I rather thought when I saw the ad that you had burned it in the middle of the book, but evidently you can't bury anything in Broadcasting.

You can certainly take credit for all the 286 replies received, since Broadcasting was the only magazine carrying our one-time-only ad!

Thanks for your fine cooperation, Ed, and rest assured that we are delighted.

Kindest personal regards.

Sincerely,

GBM:bp

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W. Washington 6, D. C.

A member of the Audit Bureau of Circulations

A NEW FORCE

ENTERS SOUTHEASTERN TV...

WTVJ BUYS WLOS-TV

WTVJ-Miami, for 10 years decisively first in South Florida, proudly announces the purchase of WLOS-TV, Asheville-Greenville-Spartanburg.

The same skilled, aggressive, and experienced management developed at WTVJ will now add new dimensions of greatness to a station already offering formidable advantages:

- **A giant market of 62 counties in 6 states with 425,360 TV homes.**
- **TREMENDOUS COVERAGE PROVIDED BY THE SOUTH'S HIGHEST TOWER, 6089 FEET ABOVE SEA LEVEL.**
- **The only unduplicated network coverage of Asheville-Greenville-Spartanburg . . . making WLOS-TV the market's only single-station buy.**

(Data from NCS #3)

Ask our station representatives for the exciting story of the new WLOS-TV and its vast market today!

WLOS-TV

UNDUPLICATED ABC FOR
ASHEVILLE • GREENVILLE • SPARTANBURG

Represented by Venard, Rintoul & McConnell, Inc.
Southeastern Representative: James S. Ayers Co.

most
HAPPY SPONSORS
select these fine Radio Stations

Supermarkets and appliances, transit service and banking . . from the East Coast to Honoulu most Happy Sponsors and stations cheer for Lang-Worth jingles!

KBUR, BURLINGTON, IA:
DAVID STEINLE REPORTING—
Lang-Worth Radio Huckster jingles complete a hard-hitting Radio package for Benner Tea Company's 34 supermarkets, introducing the sponsor . . reaching frequently into L-W's bag of jingle tricks to push special store promotions.

KCBC, DES MOINES, IA.:
DON PURDY REPORTING—
Radio Hucksters provided the right selling jingle for a famous national brand, Amana Air Conditioners. KCBC wrote and sang its own lyrics over a Lang-Worth instrumental theme, followed by hard sell copy. Sponsor: Amana Distributor and Brack's Radio & Appliances.

KGU, HONOLULU, H. I.:
BUD ZIMMERMAN REPORTING—
Honolulu Rapid Transit through Holst & Male, Inc. uses a smartly produced spot series on KGU based on L-W's "You Don't Need a Parking Space" Huckster plus persuasive live copy, tags and sound effects. KGU reports ad agencies using its production facilities more frequently since subscribing to the jingle service.

KAWL, YORK, NEB.:
JERRY BRYAN REPORTING—
KAWL sold an additional 100 spots monthly to York State Bank for its new Charge Account Service. The secret: Radio Huckster jingle production plus a cut-in plan for participating merchants. By coincidence, the jingle title — "Everybody's Happy!"

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact–

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N.Y.

OPEN MIKE

On Access Issue

EDITOR:

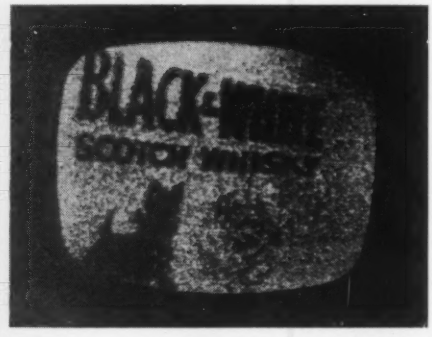
CONGRATULATIONS ON YOUR EXCELLENT STORY ON DECISION OF OKLAHOMA CRIMINAL COURT OF APPEALS IN CURRENT ISSUE OF BROADCASTING [LEAD STORY, SEPT. 8]. YOU'VE DONE AN EXCELLENT JOB IN KEEPING THE INDUSTRY POSTED ON DEVELOPMENTS IN CANON 35 CONTROVERSY.

Robert D. Swezey
Chairman
NAB Freedom of Information Committee

The Liquor Picture

EDITOR:

Got a big kick out of Sid Hix's drawing in the Sept. 8 BROADCASTING [EDITORIALS]. Think Sid and your readers will get a bang out of this picture I took of my tv set about



five years ago while watching CMQ-TV Havana from West Palm Beach. This snowy snapshot always causes me to ponder the millions in liquor advertising we force out of our cash registers every year.

Joseph S. Field Jr.
President
WIRK West Palm Beach, Fla.

Sideband Sideline

EDITOR:

We were pleased to note the write-up concerning the full-time single-sideband tests now being conducted over WGBB's 250 w station in Freeport, Long Island [GOVERNMENT, Aug. 11].

Interference reduction is, as indicated, one of the principal advantages of CCSB; however, we cannot agree that the system should be generally regarded as a means for opening up new channels. Without intelligent planning and moderation, such a trend would inevitably revert the broadcast spectrum to its presently overcrowded condition.

Preliminary results already obtained with the adapter purchased by WGBB are extremely encouraging. Audio fidelity is noticeably improved and reliable transmitter coverage has been extended to numerous areas not previously serviced. In the final analysis we believe these advantages, plus CSSB's ability to reduce tv heterodyne interference, will prove to be of greater importance than even the spectrum economy factor.

Kenneth B. Boothe
Vice President, Sales
Kahn Research Labs
Freeport, N. Y.

NO. 1
COLUMBUS
WBNS
AM-FM
CBS
THE BIG MIKE IN CENTRAL OHIO
WBNS Radio is first in 352 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. (Pulse, December '57 - January '58)
Ask John Blair
wbns radio
COLUMBUS OHIO

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

Thaddeus sees Red

and covers the 11th largest TV market with one station!

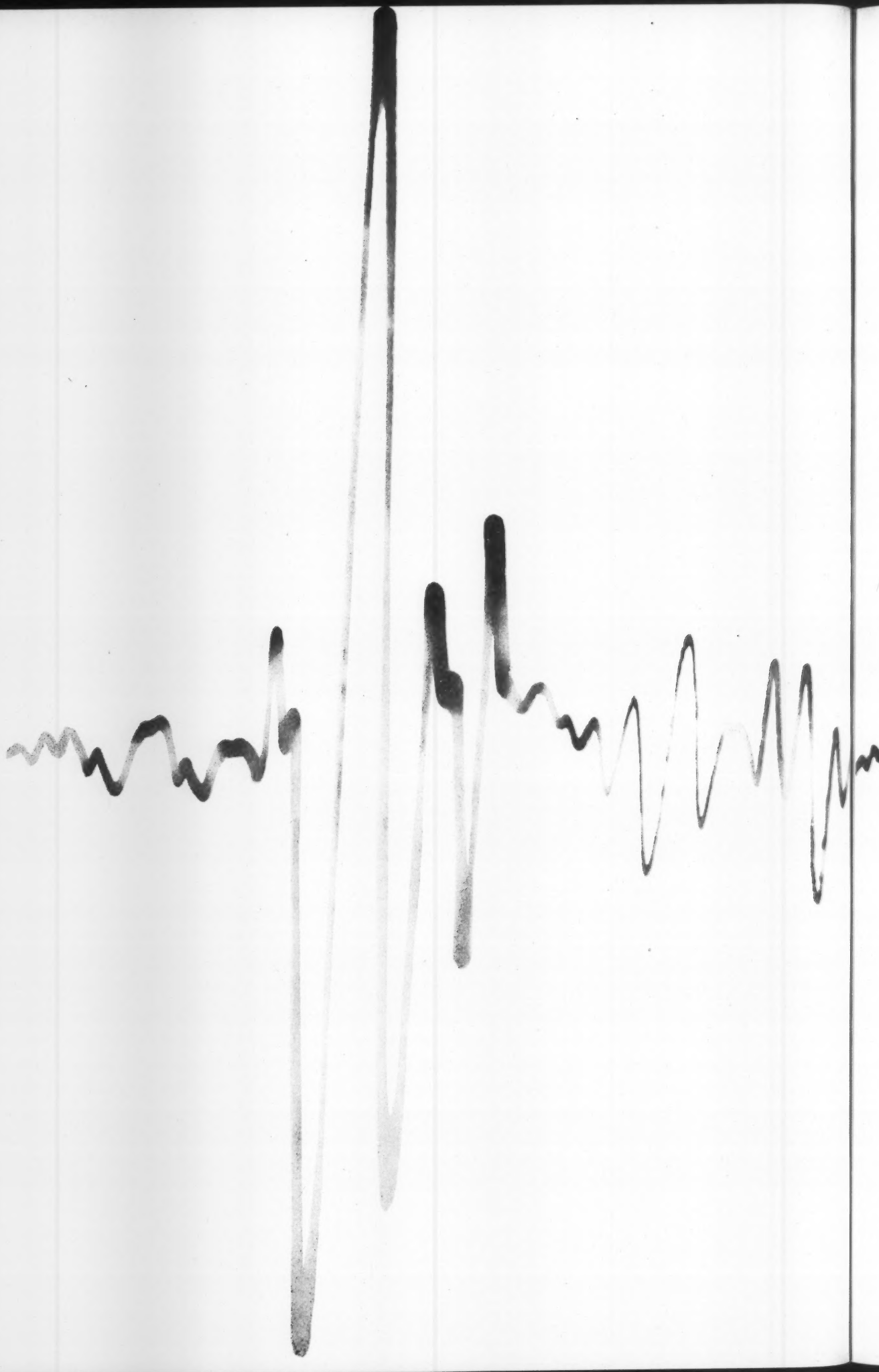
Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!

In the Providence market . . .

WJAR-TV

is cock-of-the-walk in station coverage!

CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.



First flash from Arbitron!

(A CLEAN SWEEP FOR WCBS-TV)

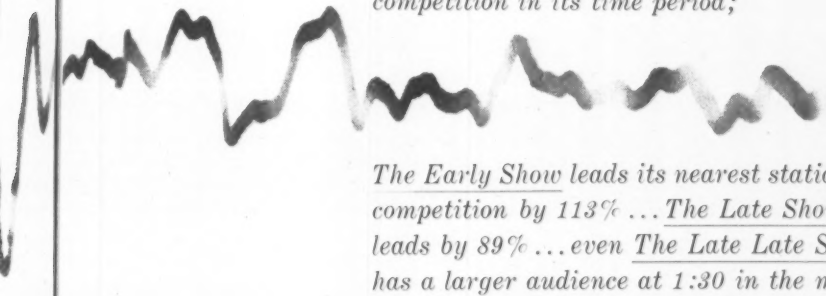
It's electronic! It's instantaneous! But the results are the same: WCBS-TV is New York's number one television station.

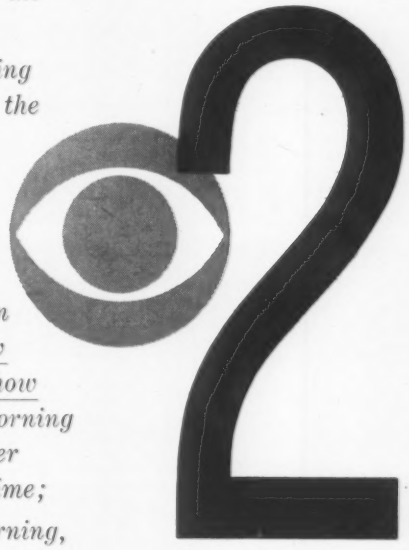
Minute by minute throughout the broadcast day, Arbitron, the exciting new electronic rating service, measures New York viewing instantaneously – and Channel 2 piles up impressive margins of leadership.

During the first week of continuous operation, Arbitron flashed this report:

WCBS-TV has the largest share by far of total audience viewing, with a 59% lead over the second-place station;

Every single one of WCBS-TV's continuing local commercial programs leads all of the competition in its time period;





The Early Show leads its nearest station competition by 113% ... The Late Show leads by 89% ... even The Late Late Show has a larger audience at 1:30 in the morning than the average audience of any other New York station throughout the daytime;

The highest-rated news programs – morning, afternoon, early evening and late evening – are all on WCBS-TV;

9 of the top 10 shows are on WCBS-TV.

The marvel of Arbitron is brand-new, but its findings are the same as from the other audience measurement services: clear-cut leadership for ...

Channel 2, New York **WCBS-TV**

CBS Owned • Represented by CBS Television Spot Sales

DAVENPORT, IOWA - ROCK ISLAND, ILLINOIS

47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

41 Albany-Schenectady-Troy
42 Nashville
43 Champaign
44 Miami
45 Sacramento-Stockton
46 Omaha
47 Davenport-Rock Island
48 Binghamton
49 Raleigh-Durham
50 Asheville

WOC-TV is No. 1 in coverage in all of Iowa and Illinois
(Chicago excepted)

48 COUNTIES	
Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	$2,852,363,000
Retail Sales*	$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954

NCS 2

WOC
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Mark Wodlinger, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines

NBC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

* Occupation Required

Broadcasting Publications Inc.

Sol Taishoff, President
Maury Long, Vice President
Edwin H. James, Vice President
H. H. Tash, Secretary
B. T. Taishoff, Treasurer
Irving C. Miller, Comptroller
Lawrence B. Taishoff, Asst. Sec.-Treas.

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Lee Edwards, Richard Erickson, Myron Scholnick, Benjamin Seff, Jim Thomas.
EDITORIAL ASSISTANTS: Rita Cournoyer, George Darlington
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Dwight Nicholas, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITER: Diane Schwartz
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

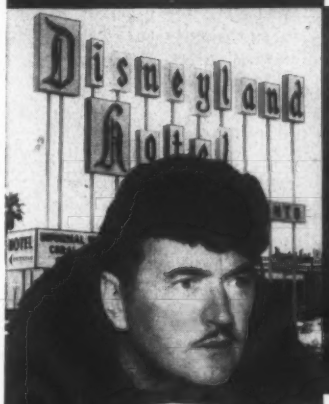
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

I integrity



T track record

C confidence

Integrity—track record—confidence—these are the cornerstones upon which the founders* of Independent Television Corporation have built a vital new force in television programming in the United States and abroad. ITC is dedicated to provide the television industry with dynamic properties, sales and service facilities without equal. Watch ITC—Independent Television Corporation.

***The Jack Wrather Organization** ("Lassie," "The Lone Ranger," "Sergeant Preston of the Yukon," Muzak, Disneyland Hotel and in association with Edward Petry and Co. KFMB-TV, San Diego and KERO-TV, Bakersfield.) **Associated Television, Ltd. of England** (television station operators, program producers, theatre owners.) **Carl M. Loeb, Rhoades and Co.** (investment bankers.)

INDEPENDENT TELEVISION CORPORATION

WALTER KINGSLEY, PRESIDENT

Temporary Headquarters: Hotel Roosevelt, New York

f-2

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S

WPON

OUR RESPECTS

to Michael Joseph Higgins Jr.

SOME three decades ago a 12-year-old caddy, Joe Higgins, had an important hunch. Listening to the conversation of businessmen-golfers at the Dayton, Ohio, golf course operated by the MacGregor golf equipment firm, he decided to parlay his own aptitude for the game into a commercial career.

The result—Joe Higgins is general manager of WTHI-AM-TV Terre Haute, Ind., and president of the Indiana Broadcasters Assn., and represents his district on the NAB Radio Board. Though golf is a spare-time pursuit, he has won countless tournaments and holds six low gross trophies won at the annual BROADCASTING golf tournaments held at NAB conventions. One year he won both low gross and net.

Golfing contacts led to Mr. Higgins' Terre Haute connection. A time salesman at WIBC Indianapolis in 1947, he played an exhibition match with Sammy Snead, Bobby Locke and Fred Wampler at the Indianapolis Speedway golf course for the benefit of the Police Athletic League. An interested spectactor was Anton Hulman Jr., principal in the Speedway ownership and associated with Frank McKinney in radio and other properties.

A few days later Mr. McKinney offered him the managership of the new WTHI, soon to take the air. He's still running WTHI as well as the tv station added in 1954.

Joe Higgins' introduction to golf was on the rugged side. When he showed up at the MacGregor course to earn caddying money, the older caddies set up a rugged hazing for the 12-year-old. He was directed to fight five selected caddies. What the hazers didn't know was that the Catholic fathers at St. Josephs Orphanage in Cincinnati had trained him to use his dukes. The hazing ceremony ended quickly, and caddy Higgins went right to work. Golf came easily to him and by 16 he was often shooting in the sixties.

Joe went to the orphanage at age 6 when his mother died. Some years later his father remarried and took him to Dayton. When financial tragedy struck the family in 1929, he entered Parker co-op high school where he worked two weeks and went to school two weeks, graduating in 1933. During his school years he worked in the advertising department of the *Dayton Daily News*, a Cox newspaper. After graduation he went to work fulltime.

GETTING restless in 1934, and perhaps contemplating the 12-month golfing in Florida, he signed on as an apprentice engraver at the Cox-owned *Miami Daily News*. Six months later the union voted to have no more apprentices. Jobless, he returned to Dayton and went to work at the Reynolds & Reynolds printing plant making offset plates.

His caddying career had included bag-carrying for E. B. Newill, now vice president of General Motors and then chief engineer of Frigidaire at Dayton. The Frigidaire advertising department normally hired only college graduates but Mr. Newill helped find him a spot in the mailroom and he soon shifted to advertising. At Frigidaire he met Kathleen Helmig and they were married in 1938. They went to night sessions at U. of Dayton two years.

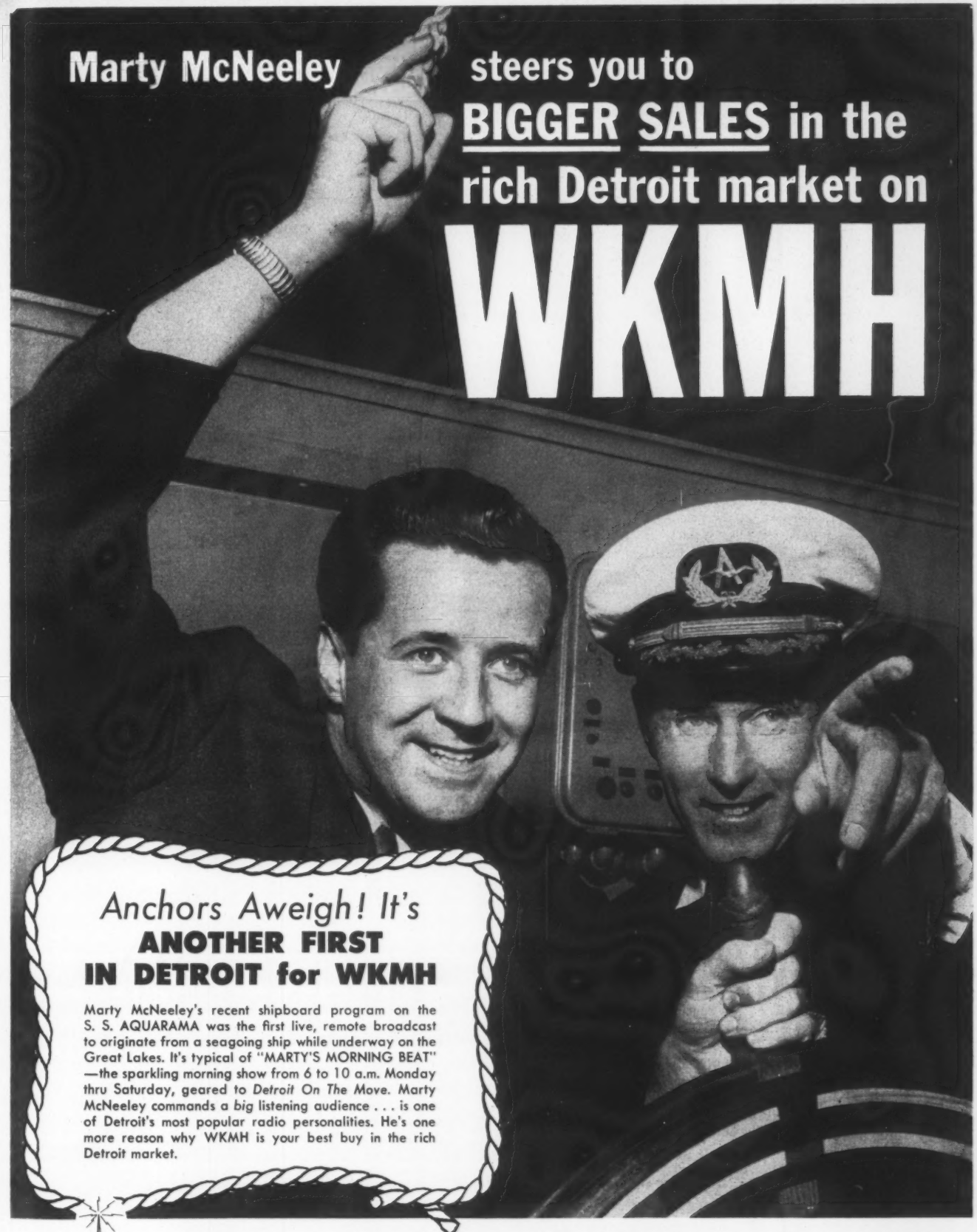
At age 24 he joined MacGregor Golf as advertising manager. The job gave him the chance to play the nation's best golfers. He had won the Dayton city championship in 1937 and took it again in 1942. At Dayton he moved to Chrysler Airtemp division where he headed the price and order department and aided in postwar planning. When he took the Chrysler job he discovered from a birth certificate required by wartime rules that his name included a "Michael" and a "Jr."

When the *Indianapolis News* bought WIBC in 1944 Joe was hired to help arrange a move from hillbilly to urban programming. He learned management and time-selling at WIBC, leading to the Terre Haute opportunity in 1947.

Joe Higgins runs WTHI-AM-TV by the committee system, discussing, planning, making changes and improvements. "It's no problem when people make mistakes, but there must be action and lots of it," he said, and added, "My owners have never second-guessed me."

The whole Higgins family goes in for golf, including Mrs. Higgins and Sue, 19, Mike (III) 18, and Sharon, 11. Mrs. Higgins had emergency surgery at Los Angeles at the close of the last NAB convention but was soon ready to resume traveling after leaving the hospital.

Joe's industry activities include secretary-treasurer of the CBS Radio Affiliates. He set precedent Sept. 6 by staging an all-day rally with most of the state and national legislative candidates and their wives, with Indiana Broadcasters Assn. as host. His list of civic activities is a yard long, including Rotary, Elks and Knights of Columbus as well as chairman of the Catholic Information Committee in Terre Haute.



Anchors Aweigh! It's
ANOTHER FIRST IN DETROIT for WKMH

Marty McNeeley's recent shipboard program on the S. S. AQUARAMA was the first live, remote broadcast to originate from a seagoing ship while underway on the Great Lakes. It's typical of "MARTY'S MORNING BEAT" —the sparkling morning show from 6 to 10 a.m. Monday thru Saturday, geared to *Detroit On The Move*. Marty McNeeley commands a *big* listening audience . . . is one of Detroit's most popular radio personalities. He's one more reason why WKMH is your best buy in the rich Detroit market.

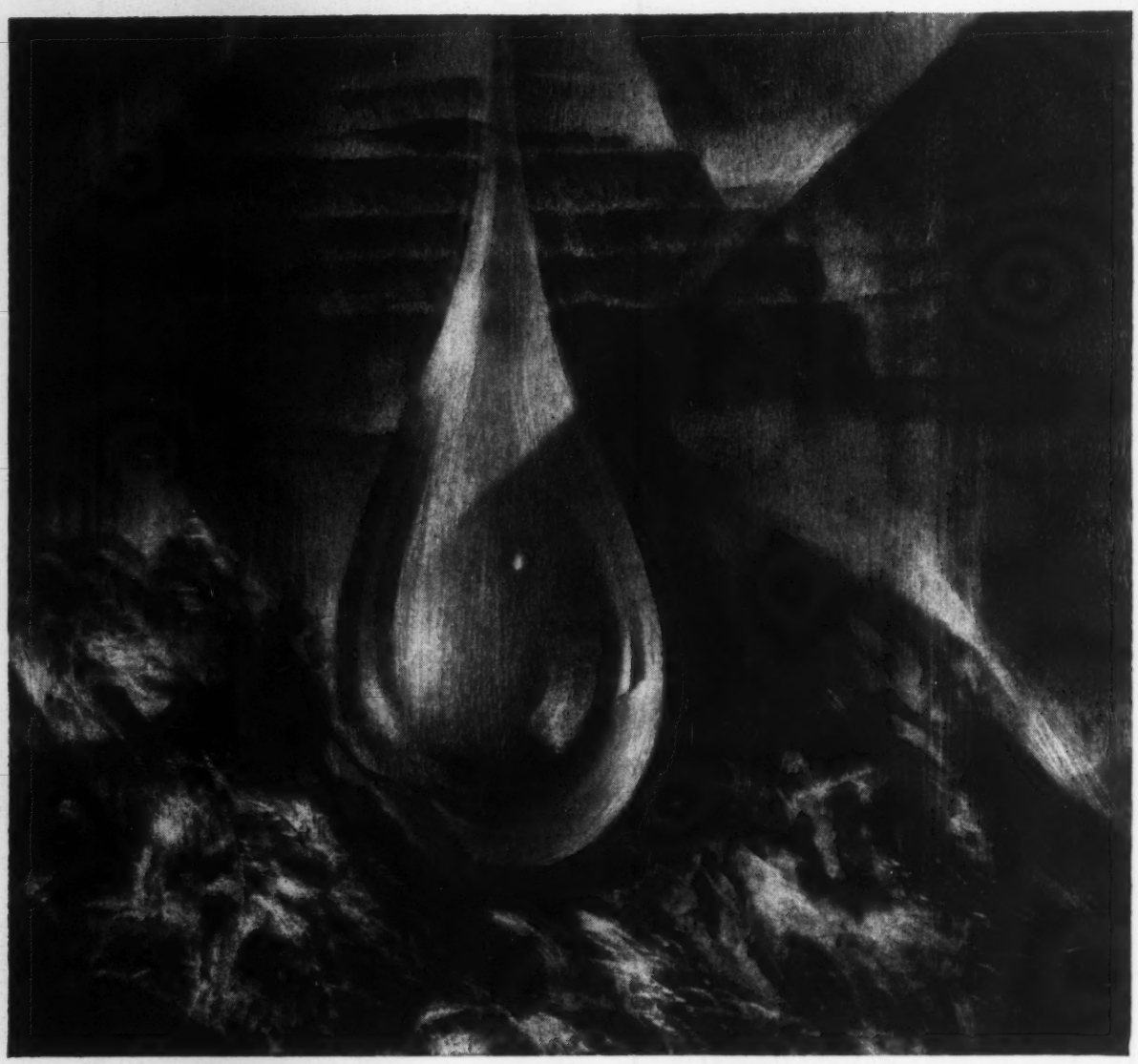
Save up to 15% by using 2 or more of these powerful stations

WKMH	WKMF	WELL	WSAM	WKHM
Dearborn-Detroit	Flint, Mich.	Battle Creek, Mich.	Saginaw, Mich.	Jackson, Mich.

USE 4 OR 5 STATIONS...SAVE 15% • USE ANY 3 STATIONS...SAVE 10% • USE ANY 2 STATIONS...SAVE 5%

WKMH RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. Fred A. Knorr, Pres. Represented by Headley-Reed



THE WASH THAT STOPPED THE DRAIN

More than fifty years ago, U. S. Steel scientists found a way to reclaim the iron particles in low grade ores by washing away the useless sandy particles. Thus they obtained a high grade ore from a low grade one—which early miners had pushed aside as worthless. In 1910, they built their first plant to handle this job of ore beneficiation, because they knew that even vast ore deposits like those of the Mesabi Range in Minnesota would soon be drained if only the richest ores were scooped out to feed our steel-hungry economy.

Today, more than ⅓ of all the iron ore shipped out of Minnesota is beneficiated ore. And U. S. Steel's research work on ore beneficiation is still going on to find even better ways to utilize and stretch our ore deposits.

USS is a registered trademark

USS United States Steel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 12 SEPTEMBER 22, 1958

MONEY ON THE MOVE IN TV FILM

Wrather's $11.35 million TPA buy latest symptom in shifting business

THE distribution of millions of dollars in annual television film sales appeared last week to be headed for major changes. Behind the speculation: the restless realignment of ownership interests evident over the past several weeks.

The changes being fashioned were pointed up most recently—and most dramatically—by last week's announcement that Jack Wrather's new and heavily endowed Independent Television Corp. had bought out Television Programs of America for $11.35 million. While the ITC-TPA deal was the most spectacular, it actually was only one of many recent expansions, mergers and acquisitions that may in time rearrange big portions of the lineup of leading distributors.

Days after the ITC-TPA announcement, CBS Inc. let it be known—at least by implication—that it is out to get a bigger chunk of the foreign market. It announced the creation of two subsidiaries, CBS Europe Ltd. and CBS Ltd.—to handle licensing and distribution of tv films and properties in Britain and on the continent. This not only will permit greater concentration on the foreign market but will free CBS-TV Film Sales Inc., already one of the topmost distributors (and incidentally to be renamed CBS Films), for even more intense selling on the domestic front.

Even the sale of the Mutual radio network [LEAD STORY, Sept. 15] may in time have a measurable effect on tv film sales. A. L. Guterma, Mutual's new president, reportedly assured staff members in a get-acquainted session last week that the company not only would acquire tv and radio stations up to the FCC-set limit, but also planned to get into film network operation. Mutual's new owner: Hal Roach Studios, which a short time ago announced a $15 million production schedule of six tv series and 20 feature films, plus plans for formation of a releasing organization for both tv and theatrical films and the financing of outside productions [FILM, Aug. 25].

The country's only existing national film network, National Telefilm Assoc., meanwhile is continuing an expansion program of its own. This many-armed organization announced last week that it had acquired control of Telestudios Inc., New York, producer of videotaped commercials and programs. The move was attributed to NTA's growing interest in tv tape. What effect tape will have on the film business is, of course, the question everybody in the business wants answered.

NTA also stands to gain from its planned merger with National Theatres Inc., the nation's second largest theatre chain and, like NTA, also a station owner. The merger was approved by the NTA board a month ago and now awaits clearance by stockholders and certain government agencies [FILM, Aug. 25]. National Theatres, incidentally, realigned its top echelon last week (see page 78).

Another move which could have strong bearing on the film picture came last week in United Artists Corp.'s bid to acquire full control of Associated Artists Productions, a major distributor which handles Warner Bros. feature product and other films. This move had been anticipated for months but was delayed by litigation finally settled out of court. It is still subject to stockholder and other approvals.

The rundown on last week's principal developments follows below.

ITC OFF TO FAST START WITH ACQUISITION OF TPA

Jack Wrather, who last month told the world that his new Independent Television Corp. would be the equal of any in tv within 30 days [FILM, Aug. 25], started making good on his promise last week. He did it the fast way, shelling out $11.35 million to take over all assets and subsidiaries of Television Programs of America.

The result: a new power mover in the film industry, representing a total financial investment of approximately $25 million.

Mr. Wrather termed the TPA deal "the first of several expansion moves planned for ITC both here and abroad." He was not specific about others he might have in mind. The purchase was announced jointly by Mr. Wrather and Milton Gordon, president of TPA.

These are the tv properties ITC picked up with TPA: *Fury, Ramar of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Count of Monte Cristo, Ellery Queen, Halls of Ivy, Stage 7, Cannonball* and *New York Confidential.* The latter two are new series now in production. Also included: distribution rights to *Jeff's Collie* (reruns of the *Lassie* series, owned by the Jack Wrather Organization) and foreign distribution rights to *Lassie, The Lone Ranger* and *Sergeant Preston of the Yukon* (also owned by the Wrather firm).

TPA subsidiaries now under ITC include TPA Ltd. (British), TPA Films Ltd. (Canadian), TPA Music Co. (California), Normandy Productions Ltd. (Canadian) and Donall & Harmon Inc., a New York advertising agency.

JACK WRATHER

Walter Kingsley, president of ITC, will continue as president of the enlarged company.

ITC itself was formed in July by the Jack Wrather Organization and Carl M. Loeb, Rhoads & Co. along with two British tv firms, Associated Television Ltd. and Incorporated Television Programme Co. Ltd. ATV is program contractor for British commercial tv stations in London and the Midlands. Incorporated Programme numbers among its assets the television series *Robin Hood, William Tell* and *Invisible Man.*

UNITED ARTISTS MAKES BID TO ACQUIRE ASSOCIATED ARTISTS

United Artists Corp., through its subsidiary United Artists Associated Inc., has made its first move to acquire all the assets of Associated Artists Productions Corp., a major distributor of feature films for television.

With litigation cleared away, UAA offers $11 in cash for each share of AAP stock plus 6% interest from July 1, 1958, until the closing date. The offer also includes $7 for each warrant that represents the right to buy four shares of stock. UAA proposes $1,186 and interest from July 1, for each $1,000 6% subordinated convertible sinking fund debenture. Offer expires at the close of business Oct. 16, although it can be extended beyond that date if circumstances warrant.

Holders of AAP debentures will meet Oct. 6 at Toronto (AAP traces its creation to Canadian interests) and stockholders will meet Oct. 16 in Wilmington, Del., to give consideration to the offer.

The full acquisition of AAP has been pending for some time—ever since UA first announced in late 1957 its purchase of 700,000 shares of AAP's capital at $12 a

CONTINUED

share, half in cash. Litigation clouding this purchase was cleared in an out of court settlement this summer with a payment of $2 million by UA to National Telefilm Assoc., which also had sought control of AAP.

Eliot Hyman, president of AAP, also is president of UAA.

UA last week took note of the litigation settlement and pointed out that an arrangement has been consummated for bank loans to finance its acquisition of AAP. AAP distributes Warner Bros. feature films, Warner cartoons and Popeye cartoons as well as numerous other feature films and some tv films. United Artists Associated will continue to distribute these films. UA has a management contract with UAA and an option to acquire all of its stock at a later date—UAA was formed expressly for the purpose of acquiring the corporate assets of AAP.

UA is a multi-faceted entertainment enterprise, principally a financing-distribution organization, its major revenue stemming from theatrical motion pictures. In the past two years, UA has entered tv film production and financing, sale of feature film to tv, phonograph recording, music publishing and motion picture theatre management-ownership.

CBS SETS UP TWO FOREIGN ARMS, CHANGES NAME OF FILM COMPANY

Creation of two new foreign subsidiaries to license and distribute television films and properties was announced last week by CBS Inc. President Frank Stanton.

The new companies are CBS Europe Ltd., with offices in Switzerland, and CBS Ltd., based in London. Merle S. Jones, president of the CBS-TV stations division, has been named director-president of CBS Europe and chairman of the board of CBS Ltd. A single managing director will be named to supervise both operations and will be based overseas, authorities reported.

Dr. Stanton also announced that CBS-TV Film Sales will become CBS Films Inc. next month. He said that, like CBS-TV Film Sales, the new domestic film company will "be engaged in the financing, production and syndication of television films."

Other authorities explained that there will be no change in the functions of CBS Films

ADVERTISERS & AGENCIES

FOREIGN CAR AIR BUDGETS GROW

- **Importers still exploring in radio and television**
- **But they seem to like what they've seen so far**

Foreign auto makers and distributors are beginning to rev up their interest in broadcast advertising.

Comments from various ad managers for the European auto makers indicate that what's kept them out of broadcasting up to now was the knowledge they could not match Detroit dollar-for-dollar. But with greater and more enthusiastic U. S. public acceptance for their product, this need to match ad dollars has become less important. Now, radio and tv are looked to by many not only for hard selling but as "security"—building consumer interest and spot schedules—against the day the current foreign-car buying fever may subside.

The foreign car makers most active in broadcast usage are Simca, Renault, Jaguar and Volkswagen. The success or failure of their campaigns may have considerable bearing on the ad plans of a number of other foreign makers and importers. While some of them—such as Rootes Ltd. (Hillman Minx) and the Swedish-owned Volvo Distributing Co. (Volvo)—have been using radio on both network and spot basis, a number rely on print almost exclusively. Among them: S. A. Citroén, Fadex Commercial Corp. (BWM Isetta), Fiat Motor Co., Hambro Automotive Corp. (Morris, MG, Riley, Austin-Healey) and Hoffman Motor Car Co. (Alfa-Romeo, Porsche).

This holds especially true of higher-ticketed cars such as the Rolls-Royce and Mercedes-Benz. Neither intends—right now—to go into "common denominator" media, their advertising strategists claiming the price of the cars as too high to suit a mass medium. Jaguar—no cheap car—thinks otherwise.

An interesting sidelight is the fact that the U. S. "Big Three" now will use radio-tv in many instances to sell what in effect may be their competition: Chrysler for Simca, General Motors for Vauxhall, Ford for Taunus. American Motors Corp. (Rambler) has been placing its British-made Metropolitan in broadcasting for the past year—principally NBC Radio's *Monitor*. But, in a sense, the Metropolitan isn't regarded as a foreign make, as it bears an FOB Detroit tag.

Volkswagen of America Inc., Englewood Cliffs, N. J., wholly-owned subsidiary of Volkswagen G. m. b. H., Wolfsburg, West Germany, believes in "fixing the roof while the sun shines." Advertising manager Scott Stewart admits that "right now" the demand for the "beetle" car exceeds the supply. "But it's not always going to be this way," he says, casting an anxious eye at the French, Italian and British competition. So, Volkswagen seeks sales security with radio-tv spot. The word is it will speed ahead later this year and early next with $1 million in spot allocations.

Most Volkswagen buying will be done locally. "After all," says Mr. Stewart, "the dealers are in a better position to know their market potential." So, he feels, are local advertising agencies. Thus the 14 major Volkswagen distributors have been told to get themselves local ad agencies—"and fast." Their jurisdiction over spot campaigns would cover wide areas. For example, the San Antonio-based distributor would place the buying order for the Denver market. Conversely, the Los Angeles distributor, Van Newman, does not have jurisdiction over the San Francisco area; Newman retains Compton Adv. there, whereas the San Francisco distributor uses J. M. Mathes Inc., New York, also the agency for Volkswagen of America.

Volkswagen seems more anxious to sell its line of baby trucks and buses than the famous passenger car. Thus it would like to bracket radio-tv sports programming—"to get the man to look at our product," points out Mathes radio-tv vice president Read H. Wight.

How much of that $1 million will be administered by the Mathes agency? Neither Messrs. Wight nor Stewart will say, although it's understood only a fraction will go to national spot. The bulk will be funneled into co-op distributor-dealer funds.

Renault Inc., U. S. subsidiary of the state-owned Regie Nationale des Usines Renault, Paris, last week became the first foreign car manufacturer to sign for a regularly-scheduled tv network series [see BUSINESS BRIEFLY, page 34]. It agreed to pick up alternate weeks of the Edward R. Murrow-Fred W. Friendly *Small World* (CBS-TV, Sun., 6-6:30 p.m., effective Oct. 12). Actually, it will be sponsoring six shows in all for $168,000 gross—which, Renault's U. S. advertising manager, Ethel Norling, points out, "is additional money. We haven't taken a franc from other media."

She declines to talk about the national ad budget, but indicates it to be "substantial" for a foreign car maker. Nationally, Renault uses no spot, but this coming Friday (Sept. 26) may see a change of plans. At that time, Renault's U. S. stewards will meet with their French "bosses" in New York to go over all future advertising strategy. It may decide what to do after the initial 13-weeks on CBS-TV are up. Apparently broadcast-

VOLKSWAGEN is seeking sales security, despite present heavy demand, with radio-tv spot throughout the United States.

RENAULT becomes first foreign maker to sign for a regularly-scheduled tv network series, Murrow-Friendly *Small World*.

Inc. except that its European and British operations would be handled by the new foreign subsidiaries. They said Leslie Harris would continue as vice president and general manager of CBS Films.

NTA BUYS TELESTUDIOS CONTROL TO FURTHER VIDEOTAPE AMBITIONS

In line with National Telefilm Assoc.'s growing interest in the videotape field, Ely A. Landau, NTA board chairman, announced last Wednesday (Sept. 16) that the company has acquired all of the preferred stock and two-thirds of the common stock of Telestudios Inc., New York, producer of taped programming and commercials. The transaction involved an exchange of Telestudios' stock for NTA stock but no other details were revealed.

NTA recently ordered several Ampex tape recorders for use at its owned and operated WNTA-TV Newark and KMSP-TV Minneapolis-St. Paul. The acquisition of Telestudios, Mr. Landau said, will enable NTA to produce taped programs for distribution to tv stations throughout the country.

The Telestudios stock acquired by NTA includes the shares held by George K. Gould, president and treasurer, and stock held by other members of the company's management. Mr. Gould will continue as president and operating head of Telestudios. Mr. Landau said an offer to purchase all of the other outstanding common stock of Telestudios, at $1.75 per share, payable at the option of NTA in NTA common stock or debentures, will be made to other stockholders.

Mr. Landau said that Telestudios plans to develop mobile units to utilize videotape on location work.

Telestudios was organized by Mr. Gould two years ago. In recent months it has completed tape commercials for Grant Adv. (Florists' Telegraph Delivery Assn.), Pillsbury (Campbell-Mithun) and the Democratic Party (Kastor, Hilton, Chesley & Clifford), among others.

Coincident with the announcement of Telestudios' purchase by NTA, the Radio & Television Executives' Society of New York held its production workshop at the studios last Tuesday. Mr. Gould was the principal speaker to an audience of more than 200 members of the society. He reviewed the history of videotape and presented a demonstration of VTR.

ing's future at Renault hinges on the success and/or failure of *Small World*.

Spot-wise, Renault defers to its 15 distributors and their 600 dealers coast-to-coast. The U. S. company does not provide co-op funds, but the distributors do. Tv spot is used in New England surrounding local newscasts (since May 5); since March in the Southwest; "on and off" in the Far West and "very little" in the Midwest, Renault just having undergone a change in distributorship there. Spot radio presently figures in New York, Providence, Boston and Los Angeles.

Why did Renault gamble on network tv? Says Miss Norling: "The idea of sponsoring Ed Murrow and the international flavor of the series is wonderful for us." Renault's staple item for U. S. consumption is the Dauphine passenger car. Back in June, its agency, Needham, Louis & Brorby, Chicago-New York, began scouting up network availabilities. NL&B took over the Renault account from Mann-Ellis this past April.

Jaguar has caught a slight broadcast fever. It is using radio for the first time in its history. Jaguar Cars Inc., New York (U. S. subsidiary of Jaguar Cars Ltd., Coventry, England), through Cunningham & Walsh, New York, has allocated about $50,000 to sponsor CBS Radio's coverage of America's Cup Races off Newport, R. I.

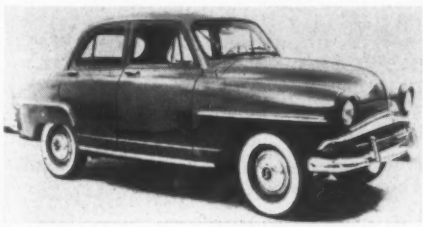
Although it's a small expenditure, the radio ad campaign may signal a departure in Jaguar's advertising policy. The company's luxury-priced automobiles appeal to a limited market and in the past Jaguar has used such magazines as *New Yorker* and *Time*.

Now it is trying out the flexibility of radio and the ability of an advertiser to become associated with such specialty sports broadcasts as the yacht races.

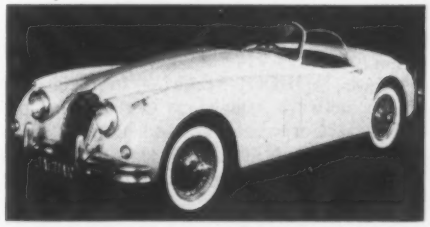
Simca, whose total national ad budget (separate from the dealer and distributor allocations) has been held down to $20,000 this past year, will have the budget increased "quite considerably," according to Richard N. Meltzer, president of the San Francisco agency bearing his name. The reason is simple: Simca Inc., wholly-owned U. S. subsidiary of Societe Industrielle de Mecanique et Carrosserie, will have its national advertising policies shaped by Chrysler Corp., no stranger to broadcast advertising.

Chrysler several months ago purchased "a substantial interest" in the French firm and will take over U. S. distribution. The announcement last June kicked off a flurry of major agency "pitches" but Chrysler, satisfied with Meltzer's work, retained that shop. Additionally, it handed Meltzer the Simca portion of the budget that will be administered through Chrysler of Canada.

Meltzer Adv., with offices also in Los Angeles and Denver, last week opened a Detroit office to handle Canadian time placement. U. S. time-buying probably won't start until next year, and will be done out of the San Francisco office. In addition to the national account, Meltzer also serviced 8 out of 10 regional distributorships which now will be "completely revamped." Local distributors and dealers "in some instances" used spot, Mr. Meltzer indicated. With Simca distribution to be handled through local Chrysler-Plymouth-DeSoto-Dodge dealers, Mr. Meltzer said, "it's too early to predict just what percentage of the new budget will go into radio and tv spot." He said, however, that "we will go into tv for certain."



SIMCA looks to Chrysler Corp. (part owner) to shape national advertising policies to be increased "considerably."



JAGUAR will use radio for first time in sponsoring America's Cup Races as indication of possible switch in advertising.

One Minute Preferred As Radio Spot Length

More than 82% of spot radio announcements on the air are one minute in length, according to a study released last week by the Radio Advertising Bureau.

The bureau acknowledged that the popularity of the 60-second announcement among advertisers was known but the study sought to ascertain the extent to which the one-minute commercial was being bought in preference to commercials of other lengths. A breakdown of the study reveals that during the second quarter of 1958, 82.3% of spot radio announcements were 60-second; 6.2% were 10-second; 5.6% were less than 10 seconds; 3.3% were 20-second and 2.6% were 30-second.

The breakdown is based on the total number of announcements of each length bought, as reported to RAB by a one-third sample of the radio industry's timebuyers. It covers purchases made by more than 1,100 brand advertisers.

RAB also released the names of the five largest advertisers for each category of radio commercials, covering 17 companies. The bureau noted that the "less than 10 seconds in length" category represented primarily Sinclair Refining's extensive campaign of six-second "quickies" for its Sinclair gasoline. The RAB list:

60-Second Announcements: (1) R. J. Reynolds Tobacco, (2) Ford Motor, (3) American Tobacco, (4) Lever Bros., (5) Best Foods.

30-Second Announcements: (1) Carling Brewing, (2) Liggett & Myers Tobacco, (3) Morton Foods, (4) Pearl Brewing, (5) Fels & Co.

20-Second Announcements: (1) Beech-Nut Life Savers, (2) Anheuser-Busch, (3) Carling Brewing, (4) J. A. Folger & Co., (5) Holloway House.

10-Second Announcements: (1) Eskimo Pie, (2) American Tobacco, (3) Anheuser-Busch, (4) American Home Products, (5) Lever Bros.

Less than 10-second: (1) Sinclair Refining Co.

Material for its new study of commercial preferences among advertisers was compiled by RAB from information used in its

second quarter 1958 report, which the bureau is making available to advertisers and agencies on request. The report may be obtained by writing to Miles David, RAB director of promotion, 460 Park Ave., New York 22.

Kevin Sweeney, RAB president, pointed out that the current sample of one-third of radio's time sellers will be enlarged for future issues of the quarterly report. He added:

"We're working right now on compiling data for other third quarter study. And from all indications, it will be even more comprehensive in scope than our present issue, which, in itself, represents more data than has ever before been assembled in one source for the radio medium."

Recessionwise It Pays To Advertise—Buchen

It pays to advertise—during and immediately after a recession.

That's the conclusion reached by The Buchen Co., Chicago advertising agency, in a study of the relationship between sales and advertising in over 130 industrial manufacturers of durable goods during the two periods—1947-51 and 1952-56. The agency described the survey as a "new yardstick" for measuring sales and advertising ratios.

Buchen concluded generally that "any firm which makes advertising aggressiveness a part of its marketing philosophy during and following a recession will feel the recession less, and recover from it more quickly, than its backward-looking competitors."

Buchen selected basic industries, avoiding "impulse commodities." Taking a list supplied by Associated Business Publications, it sent questionnaires to 1,200 industrial firms. Slightly more than 10% (133) responded and figures were converted to basic index numbers. "Pivotal" years were 1949 and 1954 in each of the two economic periods. Respondents were grouped into those (1) which did not cut advertising budgets during the recession year or the year following, (2) which did cut budgets during the recession year and (3) which reduced expenditures during the year after the recession. The study was conducted under the direction of J. Wesley Rosberg, Buchen vice president and director of research.

The finding showed that in 1949, the first recession year, "continuous advertisers enjoyed a big gain in sales, while the budget cutters dropped below their 1948 sales figures. In 1950 firms which maintained their advertising programs were still far ahead of those who had cut their budgets in 1949 and 1950."

The 1952-56 study showed non-cutting companies "consistently ahead in sales." Manufacturers which pared advertising in 1954 fell markedly below others. In 1955 sales of the non-cutters were almost 20% ahead of 1952, while those which reduced their outlays in 1954 or 1955 were not yet back to their 1952 levels.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CLEAN FIGHT • Battle lines among all-purpose detergent makers [CLOSED CIRCUIT, Aug. 18], are being more clearly drawn with reported shift by Adell Chemical Co. (Lestoil), Holyoke, Mass., into Canadian tv spot. As Lestoil heads north, little-known Texize Chemicals Inc., Greenville, S. C., is consolidating its grip on southland, and is understood to be using strategy similar to that of Lestoil—run-of-schedule packages, advance cash payment for campaigns at 2% discount (when requested), slotting in late night film programs. Texize, via Henderson Adv., Greenville, now is in 45-50 markets on saturation basis.

So far, Lestoil hasn't gone south of Washington nor west of Evansville, Ind., thus leaving Southeast, Midwest and West to three giants—Colgate-Palmolive, Procter & Gamble and Lever Bros. Latter's Handy Andy (Kenyon & Eckhardt) is now in about 35 markets—Virginia, Missouri, Wisconsin, etc.; P&G's Mr. Clean (Tatham-Laird) is breaking in Pittsburgh, Syracuse and Springfield, Mo., and Colgate's Genie (McCann-Erickson) is testing on West Coast. Interesting aspect of Big Three intentions: test runs are kept at minimum so as not to "waste time."

GOOD AND BAD • Purchase by Harold F. Ritchie Inc. (Brylcreem, other hair preparations) of two ABC-TV properties [BUSINESS BRIEFLY, Sept. 8] comes as unhappy news to number of ABC-TV affiliates. Reason: Ritchie's said to be canceling extensive spot schedules in markets where ABC-TV has received clearance. Agency, Kenyon & Eckhardt, still is holding spot cancellations in abeyance, pending ABC clearances on stations where network shares time with either NBC-TV or CBS-TV. should it fail to get either *Cheyenne* or *77 Sunset Strip* in these markets—some 125 are on basic order—spot will stick. No change is contemplated in markets carrying neither show.

P&G PUSH • Procter & Gamble Co., Cincinnati, for Ivory and Cheer, stepping up spot tv activity this month. Through Compton Adv., Ivory is going into over 100 markets on 52-week basis using 60- and 20-second announcements. Through Young & Rubicam, Cheer is lining up undetermined number of stations.

CLEANING SEASON • Glamorene Inc., (carpet cleaner) Clifton, N. J., has set four-week spot tv schedules in 25 markets to start Oct. 1. Six to 12 spots per week will be used in each market, concentrated on one or two specific days of week. Jules Power, N. Y., is agency.

'SMALL WORLD' TEAM • In their first use of network television, Olin Mathieson Chemical Corp., N. Y., and Renault Inc. (see page 32), N. Y., have signed to sponsor Edward R. Murrow's new *Small World* series of news and entertainment over CBS-TV (Sun., 6-6:30 p.m.), starting Oct. 12. Olin Mathieson, through D'Arcy Adv., St. Louis, and Renault, through Needham, Louis & Brorby, Chicago and New York, will alternate in sponsorship for first 12 weeks, after which Olin Mathieson will continue on exclusive basis for next 14 weeks.

RIVAL BUYS SERIAL • Rival Packing Co. Div., Associated Products Inc., Chicago, for Rival dog foods, has bought MCA-TV's *If You Had a Million* (rerun of *The Millionaire*) for 10 markets in Massachusetts, New York, Pennsylvania, Rhode Island, Michigan, Missouri and Ohio, for full year beginning early October. Agency is Guild, Bascom & Bonfigli, San Francisco.

TWO HALVES • RCA has signed for alternate sponsorship of two new NBC-TV color programs, *Northwest Passage* (Sun. 7:30-8 p.m.), effective Sept. 21, and *The Further Adventures of Ellery Queen* (Fri. 8-9 p.m.). Alternate weeks of both programs have not yet been sold. Kenyon & Eckhardt, N. Y., is RCA's agency.

BACK WITH JACK • Polaroid Corp. and Bristol-Myers Co. (Bufferin) have renewed on NBC-TV's *Jack Paar Show*, representing total of about $1.8 million in gross revenues. B-M renewal of almost 200 participations begins in October and runs through end of 1959. Young & Rubicam, N. Y., is agency. Polaroid order, placed by Doyle Dane Bernbach, N. Y., calls for 40 participations starting in January.

ROS RECIPE • Church & Dwight Co. (Arm & Hammer baking powder), N. Y., is launching seven-week spot tv campaign on 63 stations in 54 markets today (Sept. 22), using run-of-schedule ID announcements. Agency: J. Walter Thompson Co., N. Y.

IN THE NEWS • Six advertisers last week signed for NBC-TV's 15-minute weeknight newscast with Chet Huntley and Dave Brinkley (Mon.-Fri. 6:45-7 p.m.), effective immediately: Nestle Co. (Dancer-Fitzgerald-Sample Inc.) on alternate Wednesdays and Thursdays; effective today (Sept. 22): Kemper Insurance Co. (John W. Shaw Adv.) on various Mondays and Wednesdays; effective Wednesday (Sept. 24): Union Carbide's National Carbon Co. (William Esty Co.) on alternate Wednesdays and every Friday; starting Oct. 28, Bristol-Myers Co. for Bufferin (Young & Rubicam) on alternate Tuesdays and alternate Thursdays for 52 weeks; effective Nov. 3: Bulova Watch Co. (McCann-Erickson) on alternate Mondays, and effective Nov. 7: Bell & Howell Co. (McCann-Erickson) on various Fridays.

TUESDAY TIME • Ford Div., Ford Motor Co., is buying participations in ABC-TV's *Sugarfoot* on Oct. 14 and in *Cheyenne*, with which it alternates (Tues., 7:30-8:30 p.m.) on Oct. 21. Agency: J. Walter Thompson Co., N. Y.

COOL $2 MILLION • Frigidaire Div. of General Motors Corp. has placed 52-week order of alternate-week quarter-hour segments in five daytime programs on NBC-

MR. STEWART

MR. FRY

MR. BRADY

MR. DIETZ

MR. BARKER

MR. KENNEDY

ONE OUT, SIX UP AT K&E

A series of executive changes—one a surprise announcement—was announced last week by Kenyon & Eckhardt, a major agency with a substantial radio-tv billing.

The unexpected: the resignation effective Oct. 1 of Donald C. Miller, senior vice president and a director of the agency, who said he was leaving because of "basic disagreement on agency operating policies." Reportedly his resignation was made known in the agency after an executive committee meeting Sept. 11 that also considered changes already in the making.

Executive promotions announced: David C. Stewart, treasurer and senior vice president in charge of corporate services, elected executive vice president, a post reestablished at K&E after nine years; G. T. C. Fry, vice president and account supervisor in New York, to vice president in charge of K&E in Detroit and also account supervisor (David J. Gillespie Jr., vice president, continues as senior account executive and will assist in administration of the Detroit office); Barrett Brady, senior vice president in charge of creative services, elected to the executive committee; W. Stephens Dietz, vice president and promotion director, elected to the board; Robert C. Barker, vice president and senior account executive, appointed acting account supervisor, and Kevin Kennedy, vice president and account executive, made acting senior account executive.

It was understood that still further appointments are in the works at K&E.

K&E President William B. Lewis issued a staff memorandum on Mr. Miller's resignation, noting his contributions to the progress and growth of the agency and wishing him well "in whatever he undertakes." Mr. Miller joined K&E in Detroit 10 years ago, was elected vice president a year later and a director in 1952. He was one of five vice presidents advanced to senior vice president in April 1957, was made a coordinator of account management and was elected last September to the executive committee. He was in charge of K&E's Detroit office until his move to New York two years ago.

MR. MILLER

TV—contract said to represent $2 million in gross billing. Agreement made with other sponsors of programs concerned to give Frigidaire at least one commercial message every day of week. Programs include *Treasure Hunt, Concentration, The Price Is Right, From These Roots,* and *Comedy Time,* Dancer-Fitzgerald-Sample, N. Y., is Frigidaire's agency.

OIL FIRM REGIONALS • Oklahoma Oil Co., Chicago, has increased broadcast advertising, with $1 million-plus schedule of new radio-tv buys in three states through Needham, Louis & Brorby, Chicago. Schedule includes alternate-sponsorship of *Citizen Soldier* and *Silent Service* on WNBQ (TV) Chicago and *Highway Patrol* on WGN-TV, (with fourth under consideration); 56 newscasts weekly on WBBM-FM, others on WBBM-AM, and 25 per week on WIND, all Chicago; 70 insertions per week on WXLW *Newsmobile* and 200 time signals weekly on WIRE, both Indianapolis, (with tv newscast also in negotiation); 20 spots weekly on stations in South Bend, Fort Wayne, Terre Haute and Logansport, Ind.; three daily newscasts on KSO and sports on KRNT, both Des Moines, Iowa. Oklahoma also co-sponsors White Sox baseball on WCFL Chicago. Firm now has retail outlets in three states (Illinois, Indiana, Iowa).

LIPTON CUP • Thomas J. Lipton Inc. (tea, soups, dessert mix) is sponsoring coverage of America's Cup Races on both NBC Radio and Mutual, beginning last Saturday (Sept. 20). Agency is Young & Rubicam. Sir Thomas Lipton, founder of Lipton company, was associated historically with races, making five attempts in vain to win cup.

DOZEN IN CLUB • Procter & Gamble Co., Cincinnati, through Compton Adv., N.Y., joins 11 other national participating advertisers—including Bristol-Myers, General Foods, General Mills, Nabisco, Miles Labs, among others—on ABC-TV's *Mickey Mouse Club* (Tues. and Thurs. 5:30-6 p.m.) effective next Monday (Sept. 29). Product to be advertised: Big Top peanut butter.

14 FOR FOOTBALL • CBS-TV has signed total of 14 clients for its coverage of 64 National Football League games on ten regional networks, starting Sunday (Sept. 28) and ending Dec. 14. Sponsors of games are Philip Morris Inc. (Marlboro, Philip Morris brands), P. Ballantine Sons, National Brewing Co., American Oil Co., Pan-American Oil Co. (Amoco subsidiary), Falstaff Brewing Co., Duquesne Beer, Gobel Brewing Co., Speedway Petroleum, Carling Brewing Co., Standard Oil Co. of Indiana, Standard Oil Co. of Ohio, American Petrofina and Hamm Brewing Co.

CHRYSLER SETS PACE • New business reported late Thursday (Sept. 18) by CBS Radio was paced by purchase of Chrysler Div., Chrysler Corp., Detroit, through Young & Rubicam, N. Y. of *Eric Severeid With the News* (Mon.-Fri., 9:25-9:30 p.m.) for two weeks, starting Oct. 27. Other sales covering CBS radio "Impact" segments were made to Dodge Div., Chrysler Corp., Detroit, through Grant Adv., N. Y., and Chicago, starting Oct. 9; Hudson Vitamin Products Corp., N. Y., through Pace Adv., N. Y., starting Sept. 27; Mennen Co. (Skin Bracer), Morristown, N. J., through Warwick & Legler, N. Y., for Dec. 12-14 period, and Clairol Inc., N. Y., through Foote, Cone & Belding, N. Y., starting Oct. 18.

'Omnibus' Loses Union Carbide As Sponsor for Coming Season

Robert Saudek Assoc.'s *Omnibus* has lost one of its major wheels. The Union Carbide Corp., New York, "after considerable studying" has decided against renewing. It is dropping the institutional campaign waged on the show for two seasons—at a cost of $3 million—because "we have nothing to sell but a corporate symbol."

While its subsidiaries such as National Carbon Co. (Eveready batteries) through William Esty and Dynel through Anderson & Cairns Inc. continue to use spot, UC's institutional tv campaign has been shelved "for the time being." The decision was made, it's understood, by the UC financial executive committee. J. M. Mathes Inc. is the "corporate" agency.

UC's pullout leaves the Saudek office with but one sponsor to carry the cost of 15 *Omnibus* shows; actually, Aluminium Ltd. (through J. Walter Thompson Co.) will sponsor only six of the 15. The series returns on NBC-TV Oct. 26.

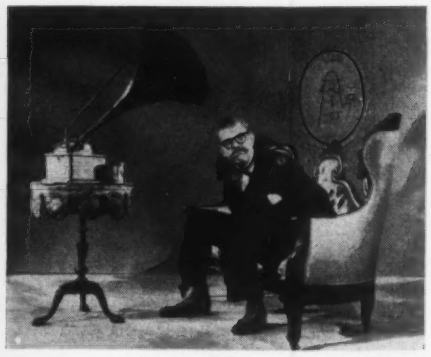
Hecht, Foreman Debate Ad Antics, Semantics

Two authors met last week to do battle on the field of tv commercials. In one corner: Ben Hecht, controversial playwright ("Scepter of The Rose," "The Front Page," "Child of the Century"), starring on his own WABC-TV New York interview program. In the other, BBDO Executive Vice President Robert L. Foreman, author of the just-published "inside tv" novel *The Hot Half-Hour*. The match was somewhat of a draw, Mr. Hecht's irreverence and skepticism being neutralized by his guest's calm and objective grey-flanneled logic. Referee was Mike Wallace, whose Newsmaker Productions Inc. packages the new weekly-night programs for the ABC-TV stations.

Mr. Hecht felt admen ran a close second to politicians as the noisiest bunch of opinion molders in America today, that they have made people "turn off their senses . . . instead of their sets" and that they had put the mass viewer in an "automatic coma." His question: if people dislike commercials, claim they never watch them, why does American business spend millions of dollars in tv to bring "millions more" back? And why, Mr. Hecht said—seizing on specific commercials he disliked—did commercials have to be ungrammatical? First case in point: BBDO's spot for Wildroot Cream Oil (". . . The hair tonic for men that women like to be near"). Mr. Foreman, tongue in cheek, admitted he wasn't "bright enough to get the lack of good grammar" involved. He felt "that" instead of "who" just "seemed a better way of expressing it to me . . . it would be a little more clearly understood."

Mr. Hecht on the Viceroy spots ("A thinking man's filter . . . a smoking man's taste") out of Ted Bates & Co.: "Is it the theory that the person who buys that cigarette will feel himself a thoughtful man?" or that "he seems to be an ignoramous if he doesn't buy." Mr. Foreman for the defense (although his agency services the competitive Hit Parade brand): "I can conceive very readily what the Viceroy people are driving at; that people who are thoughtful will turn to that brand . . . because of the effectiveness of the filter" and that the Viceroy prospect will be "thinking about the subject of smoking, which is on people's minds these days"—an allusion to tar and nicotine contest *vis a vis* the "cancer scare."

Mr. Hecht on Procter & Gamble's Zest spot ("For the first time in your life feel really clean") out of Benton & Bowles: "This is a very shocking statement . . . I can't understand how (they) can attack 99% of the people, saying they're naturally unclean if they hadn't used Zest, and expect to get their good will . . . their money. If you tell a person that because he hasn't done something before, he's an idiot, he feels he's been an idiot most of his life." Mr. Foreman for the defense (again): "You have to understand and have some sympathy for the fact that advertising does tend to exaggerate to a degree only. I am always reminded of the fact that when you wanted people to join the Navy before it was compulsory you'd say 'Join the Navy and see the world' not 'Swab the deck.' "



IN *the 60-second Contadina tomato paste tv commercial, Stan Freberg, in turn of century garb, listens to Contadina jingles played over a gramaphone. Another commercial features Mr. Freberg playing a piano while "girl" (actually Freberg himself) stands by. Middle of the commercials has home economist hard sell. Total of 44 spots per week will be on two New York stations, WNEW-TV and WRCA-TV, for a period of eight weeks.*

Mr. Hecht thereupon asked, "You mean, fool the people?" Mr. Foreman replied: "No, just picking more pleasant aspects that people are interested in. The business of stating or implying that advertising is misleading is only done by people who don't know what we go through to be accurate in the advertisements." Mr. Foreman also pointed out that Mr. Hecht, in criticising ads on a purely semantic basis, was seizing on the audio portion and ignoring the video part which often told most of the story.

Mr. Hecht on Libby, McNeill & Libby's Frozen Orange Juice ("Mmm, mmm, that was Libby's Frozen Orange Juice. Just about the yummiest you can put in your tummy") out of Mr. Foreman's BBDO: expressed disbelief when Mr. Foreman noted the commercial to be angled to an audience age group up to 15, said "I have written many bad things but I have never used the word 'yum.' " Mr. Foreman for the defense: "I don't think it's misleading, because it is yum yum. I have tasted it."

The WABC-TV debate went on to other matters besides specific commercial examples such as "audience loyalty." Mr. Foreman felt "I think it is the smallest debt they (viewers) owe the advertiser who has spent so much to entertain (them) to give them the three minutes that's allotted out of a half-hour—six minutes out of an hour." He explained to author Hecht ("it seems like much longer than that") that close industry policing kept violations of this rule to the barest of minimums. Mr. Hecht then asked "How do you account—if I'm vaguely correct—the fact that people don't pay any attention and buy everything it advertises?" Mr. Foreman said he didn't "account." He said "They must pay attention. For instance, we do a great deal of research that shows that people react about products that should be of some interest by purchasing that product."

Mr. Hecht had the last word. In fact he had many last words. One of them: The admen are "making schizophrenics out of people . . . They don't like the commercials, but buy the products."

Contadina Aims Across Country With Eight-Week Spot Barrage

Contadina Foods (tomato paste), San Jose, Calif., has purchased an extensive spot radio campaign in 12 basic marketing areas including 27 major cities.

The campaign, placed through Cunningham & Walsh, San Francisco, and described by the agency as one of the largest spot radio drives emanating from a western company, will run for eight weeks beginning Sept. 29. More than 11,000 commercials will be used. Frequencies will run as high as 180 per week in key cities such as New York, Chicago, Philadelphia, Detroit, Cleveland, Pittsburgh, St. Louis, Los Angeles and San Francisco.

At the same time, Contadina Foods will use spot tv in the New York market entailing 360 one-minute announcements during the identical eight weeks. Used in the drive will be radio and tv commercials produced by Freberg Ltd. and starring personality Stan Freberg. The spots will combine the serious with the bizarre.

C&W's senior vice president and account supervisor Bob Brisacher noted that this will be the fourth straight year that the bulk of Contadina's advertising budget has been concentrated in radio.

Also revealed by the agency:

• A merchandising drive has been set up for Contadina to alert buyers and retail store personnel on the spot radio campaign. Point-of-purchase material is part of the merchandising. More than 2,500 buyers across the nation will receive a recording of the commercials and a sales message.

• C&W currently is testing "several new" Contadina products in various cities. The products will be introduced nationally "market by market" next year.

Boeing Frowns on Agency Merger

The expected "marriage" between Calkins & Holden and Burke Dowling Adams Inc. [ADVERTISERS & AGENCIES, Sept. 15] has run into some last-minute snags, it was learned—but unconfirmed—last week. One of the witnesses to the proposed wedding, Boeing Airplane Co., Seattle, apparently voiced its objection to the match for what it feels are two "good reasons." Both involve BDA accounts. Boeing—which is a C & H client—is not too happy about the prospect of being under the same agency roof as two BDA clients who do business with Boeing's competitors. They are Scandinavian Airlines System, which has on order Douglas Aircraft Co.'s DC-8's and General Dynamics Corp.'s Convair 880's. Another BDA airline account, Delta Airlines, likewise has on order the Douglas planes. Additionally, BDA's major client, Curtiss-Wright Inc., makes certain aircraft parts not bought by Boeing. BDA executives admitted "some doubt" was in order

. . . and that's not hot air!

If you want *your* product sales to ascend in the Baltimore market, consider also:

★ W-I-T-H gives lowest cost per thousand listeners—by far—of any local station.
★ W-I-T-H gives complete, no-waste coverage of the purchasing area that *counts*.
★ W-I-T-H has imaginative programming for the whole family—24 hours a day.
★ W-I-T-H gives powerful merchandising to your product no other station can match.

Send up your "trial balloon"!

Contact Tom Tinsley, *Pres.*; R. C. Embry, *Vice Pres.*; or your nearest W-I-T-H national representative:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast

One-man bands are dandy . . . BUT

If you want to make music that'll move millions, you need more men. Not only musicians, but behind-the-scenes people, too. WJR has got 'em—well over a hundred—including musicians, singers, arrangers, directors, producers, writers and such. Now all these folks cost more to maintain than a couple of "disc jockeys," but when you cater to the musical whims of an audience as large as WJR's you find they're very necessary.

For instance—WJR's music motto is "Music for every taste"—and planning a musical menu for its many listeners requires experts in the classics, choral arrangements, folk songs, religious music, band music and other kinds, as well as the current favorites. And WJR's got the experts. Furthermore, WJR's audience appreciates the variety and quality of music that they get.

We know this by their letters—advertisers know it by the results they get. You can find it out by checking an Alfred Politz survey, which shows WJR as the No. 1 radio station in the Detroit-Great Lakes area. If you've got a product or service to sell, call your Henry I. Christal man, he'll show you how WJR can help you make music that will have your sales department dancing circles around competition.

WJR DETROIT

50,000 WATTS CBS

Radio Programs with Adult Appeal

WJR's primary coverage area —over 17,000,000 people

concerning the merger, but C & H Board Chairman J. Sherwood Smith said the matter was not dead. He indicated there would be "one more meeting" at which a "final decision" would be arrived at.

SSC&B Volume at $45 Million As Agency Leases Larger Space

Sullivan, Stauffer, Colwell & Bayles, New York, is now billing in television at the rate of $24.3 million per year, it was revealed last week by the agency. Total billing was estimated at the yearly rate of $45 million.

The billing figures were contained in a special release from SSC&B noting it has completed its move to quarters at the new Gold Skyscraper Building at 575 Lexington Ave. SSC&B now has more than doubled its previous space at 477 Madison Ave., occupying four floors in the Lexington Ave. building. The new quarters have increased tv and radio facilities.

SSC&B started July 1, 1946, with a small staff in a 15-room apartment in the old Marguery apartment-hotel. It then billed $3.5 million a year. Today, 20% of its employes own stock in the agency, and its client list includes blue-chip advertisers.

All 22 Divisions of Kroger Co. Now Handled by Campbell-Mithun

As anticipated, Campbell-Mithun Inc. has inherited the remaining half of Kroger Co. business (11 divisions) to be released by Campbell-Ewald Co. in Detroit Nov. 1 [ADVERTISERS & AGENCIES, Sept. 8].

Campbell-Mithun in Chicago will serve 22 divisions, plus the manufacturing unit of Kroger, giving it an estimated total of $3 million in national billings, it is estimated by W. J. Sanning, advertising manager. He estimates that radio-tv billings are running about $2.5 million.

Kroger first assigned one division to C-M in 1956 and later moved 10 others to that agency. Campbell-Ewald got its share of the 22 divisions from Ralph H. Jones Co., Cincinnati, in a July 1957 realignment.

Airlines Favor Radio News, New Study by RAB Concludes

An analysis of airline advertising strategy by the Radio Advertising Bureau indicates that radio news programs and adjacencies to such broadcasts are prime favorites of the nation's airlines.

The practices of the various airlines are contained in the second of RAB's new series of "Radio-Activity Reports," distributed to bureau members last week. The report is part of a continuing study of the radio advertising strategy of leading companies in specific categories of business (the first report was on brewers).

The latest report shows that airline advertisers lean to heavy announcement schedules in on-line cities; saturation coverage in early-morning and early-evening time periods and wide use of jingles and sound effects. Information on the practices of such companies as Delta Airlines, Trans World Airlines, Trans-Texas Airways and North Central Airlines is provided, detailing the various approaches in their radio advertising programs.

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for August

Rank	No. Viewers (000)
1. *Gunsmoke*	44,900
2. *Have Gun, Will Travel*	34,630
3. *I've Got a Secret*	30,900
4. *Ed Sullivan*	30,160
5. *I Love Lucy*	27,930
6. *Real McCoys*	27,630
7. *Wells Fargo*	26,840
8. *Price Is Right*	26,460
9. *GE Theatre*	26,010
10. *Alfred Hitchcock Presents*	25,390

Rank	Rating
1. *Gunsmoke*	42.6
2. *Have Gun, Will Travel*	31.8
3. *What's My Line*	31.3
4. *I've Got a Secret*	30.8
5. *Price Is Right*	27.9
6. *Wells Fargo*	27.7
7. *I Love Lucy*	27.0
8. *Ed Sullivan*	25.8
Twenty-One	25.8
10. *Alfred Hitchcock Presents*	25.6
GE Theatre	25.6
Wyatt Earp	25.6

Copyright 1958 American Research Bureau Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 27-Aug. 9

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *Gunsmoke*	15,652
2. *I've Got a Secret*	12,470
3. *Buckskin*	12,255
4. *Ed Sullivan Show*	11,825
5. *Have Gun, Will Travel*	11,653
6. *Alfred Hitchcock Presents*	11,438
7. *Wells Fargo*	11,051
8. *GE Theatre*	10,793
9. *Top Ten Lucy Shows*	10,793
10. *Price Is Right*—10:00 p.m.	10,750

Rank	% Homes*
1. *Gunsmoke*	37.3
2. *I've Got a Secret*	29.5
3. *Buckskin*	29.3
4. *Ed Sullivan Show*	28.1
5. *Have Gun, Will Travel*	27.9
6. *Alfred Hitchcock Presents*	27.6
7. *Wells Fargo*	26.3
8. *GE Theatre*	26.3
9. *Top Ten Lucy Shows*	26.0
10. *Price Is Right*—10:00 p.m.	25.9

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	14,577
2. *I've Got a Secret*	11,094
3. *Buckskin*	11,008
4. *Have Gun, Will Travel*	10,750
5. *Alfred Hitchcock Presents*	9,976
6. *GE Theatre*	9,847
7. *Top Ten Lucy Shows*	9,804
8. *Wells Fargo*	9,804
9. *Price Is Right*—10:00 p.m.	9,761
10. *Wyatt Earp*	9,374

Rank	% Homes*
1. *Gunsmoke*	34.7
2. *I've Got a Secret*	26.3
3. *Buckskin*	26.3
4. *Have Gun, Will Travel*	25.8
5. *Alfred Hitchcock Presents*	24.1
6. *GE Theatre*	24.0
7. *Top Ten Lucy Shows*	23.6
8. *Price Is Right*—10:00 p.m.	23.5
9. *Wells Fargo*	23.3
10. *Wyatt Earp*	22.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for August 1-7

Rank	Rating
1. *Gunsmoke*	27.0
2. *I've Got a Secret*	21.5
3. *Alfred Hitchcock*	21.3
4. *I Love Lucy*	20.7
5. *What's My Line*	19.6
6. *Decision*	18.4
7. *Price Is Right*	18.4
8. *GE Theatre*	17.5
9. *Wells Fargo*	16.4
10. *Have Gun, Will Travel*	16.3

Copyright 1958 Trendex Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Buckskin (NBC-181): Ford (JWT), Thurs. 9:30-10 p.m.
Decision (NBC-144): P&G (B&B), Sun. 10-10:30 p.m.
GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.
Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.
Alfred Hitchcock (CBS-118): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I Love Lucy (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.
I've Got a Secret (CBS-170): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Price Is Right (NBC-150): participating sponsors, Mon.-Fri. 11-11:30 a.m.
Price Is Right (NBC-161): Lever Bros. (JWT), Thurs. 10-10:30 p.m.
Real McCoys (ABC-121): Sylvania (JWT), Thurs. 8:30-9 p.m.
Ed Sullivan (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.
Top 10 Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.
Twenty-One (NBC-151): Pharmaceuticals (Kletter), Mon. 9-9:30 p.m.
Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.
What's My Line (CBS-101): Helene Curtis (M-E), alternating with Kellogg (Burnett), Sun. 10:30-11 p.m.
Wyatt Earp (ABC-137): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

RETAIL STORE SALES
$2,358,018

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

B&B's Lind Explains Uncertainties of Cost

What goes into the production of a television commercial?

Raymond A. Lind, vice president and head of tv commercial production, Benton & Bowles, New York, last week spent a lunch-hour facing a roomful of stern critics, the agency controllers with whom he and his colleagues must do battle just about every working day. He wanted to get on the record "The Human Factor [In Tv Commercial Production] Versus Cost."

Mr. Lind spoke before the 10th anniversary luncheon of the advertising agency financial management group of the New York Credit & Financial Management Assn. The group, representing about 60 advertising agencies, is comprised almost wholly of secretary-treasurers and controllers. Its newly-installed chairman is Irving J. Paulus, secretary-treasurer of Warwick & Legler Inc. He succeeded Clayton Huff, assistant treasurer, BBDO.

MR. LIND

By means of illustrations, Mr. Lind explained how and why tv production affects costs, how costs are controlled and why the men with the ledgers ought to consider the "human element."

Mr. Lind said the producer must wear two hats. He must be both a creator and an administrator. Regarding the latter, he must pre-determine costs, obtain competitive bids, recommend (to the client) the best buy for the money. He must adhere closely to the budget; he must coordinate every last detail, involve himself in set design, styling, casting, recording, screenings, printing and even jurisdictional union problems. Whatever he does, he must keep a fixed eye on "the 3 R's"—"rejection, revision and refinement."

Mr. Lind, in detailing the complexities of the producer's craft, noted that a three second tropical sunset, for example, involves "location hunting, right trees and foliage, good weather conditions, right season of the year, travel problems of crew and gear, subsistence of personnel, etc." The company that shot the three-second sunset took a week and a half to do it properly. This, he said, was for an industrial film. But what of the tv commercial? "We have 20 seconds to a minute and a half, with up to 10 or 12 different scene changes, *all* to be shot in approximately two days. This is the reason decisions have to be made at the storyboard stage whether or not to include a particularly difficult or costly scene in a commercial."

He concluded, "maybe, after a study, you decide that the expensive effect is *worth* it. But this must be decided before the shooting. Thus, the classic question, 'how much does it cost to produce a one-minute commercial?' has no answer . . . except in terms of a *specific* storyboard."

Nearly Half of Citrus Budget Earmarked for CBS-TV Shows

A package deal involving three shows, and worked out in just a week with CBS-TV, was approved Tuesday (Sept. 16) by the Florida Citrus Commission as the backbone of its 1958-59 advertising program in behalf of the new orange and grapefruit crops.

The citrus commission, a 12-member state agency composed of industry leaders and headquartered in Lakeland, Fla., acted

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

CBS-TV

Colorcasting schedule suspended until Oct. 8.

NBC-TV

Sept. 22-26, 29, 30 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

Sept. 22-26, 29, 30, Oct. 1 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Sept. 22, 29 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

Sept. 23 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Sept. 24, Oct. 1 (8:30-9 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Sept. 24, Oct. 1 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co. through J. Walter Thompson.

Sept. 25 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA-Victor through Kenyon & Eckhardt.

Sept. 26 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through Kenyon & Eckhardt.

Sept. 27 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Sept. 28 (7:30-8 p.m.) *Northwest Passage,* sustaining.

Sept. 28 (8-9 p.m.) *Steve Allen Show,* Greyhound through Grey, DuPont through BBDO, and Polaroid through Doyle Dane Bernbach.

Sept. 28 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

Sept. 30 (8-9 p.m.) *Eddie Fisher Show,* RCA through K&E and Liggett & Myers through M-E.

HERE'S HOW KTHS NEWS DEPARTMENT CAN CONTINUE TO FEED NEWS TO YOU ON "THE LITTLE ROCK STORIES"

During the past 3 weeks Bill Neel, News Director of KTHS, has received several hundred calls from stations all over the nation, asking for a news feed on the latest lead in "The Little Rock Story".

He and his staff have been working around the clock to oblige in every instance. As this ad is being written, it appears that "The Little Rock Story" will continue making news during the weeks and months ahead.

Since coverage of such an extended nature will literally swamp our news department, it is necessary that we make a nominal charge of $5.00 per minute to feed latest news breaks to stations desiring this service.

If you are interested in presenting this up-to-the-minute news coverage to your audience, please contact Bill Neel, direct. He will then provide you with the most complete local news coverage of "The Little Rock Story".

50,000 watts

KTHS

1090 KC

Great Voice of Arkansas

LITTLE ROCK

on recommendation of its agency, Benton & Bowles, in approving expenditure of approximately $1,456,000 for partial sponsorship of the *What's My Line?* the Douglas Edwards news show, and *Perry Mason.*

The television buy represents nearly half the $3 million budget set up by the commission for the fiscal year which began July 1. Already committed from this amount is $350,000 for the July-October period, all in magazines and newspapers. The major phase of the program, budgeted at $2,650,000, will begin Nov. 1. It was this part of the program which was outlined here Tuesday by Benton & Bowles and approved by the commission.

A. W. Hobler, chairman of the agency's executive committee, told the commission members that a heavy magazine schedule would have been presented this week for approval had the tv package not become available. As it is, magazines will get $580,000, or less than 20% of the $3 million budget.

Newspapers are slated for $590,000, plus another $76,000 for Sunday supplements.

The remainder of the 12-month budget, nearly $300,000, will go for a Canadian campaign (approximately $100,000), trade paper advertising, a special drive in Florida for gift fruit shippers, and for production costs.

During the 1957-58 season, tv time accounted for $1,950,000, about two-thirds of the $2,890,000 consumer advertising program.

The television sponsorship will begin in December. From mid-December to late June, the commission will sponsor part of the Doug Edwards news show Friday evenings; in December and January the citrus board will be an alternate sponsor Sunday nights on *What's My Line?,* and from February through most of June *Perry Mason* will carry citrus commercials on Saturday nights.

Trendex Expands Into Local Tv

Trendex Inc., New York, will produce local tv rating reports on a regular basis for the first time. The firm said last week its reports, using the telephone coincidental method, will cover 50 cities by the end of this year. The first group of 15 cities will be reported in October, 17 additional cities in November and another group of 19 in December. The reports will be divided into sections, one on the amount and distribution of the tv audience, station by station and program by program, and the other dealing with "brand share of the market" indexes covering 20 brand categories. Trendex up to this time has confined its regular reports to program popularity ratings based on telephone interviews in 20 cities.

'Complete' Tv Ratings To Be Offered by ARB

The American Research Bureau's "Complete Tv Rating Service for 1959" will be available beginning next month.

Included in this package will be the "One-week/Four-week" report, begun experimentally in May 1957. These studies, which will cover over 100 markets on a regular basis, give both specific ratings for each program and monthly average ratings for each time period. Daytime as well as nighttime audience composition figures will be furnished. Said one ARB official, "Not much can be hidden—not many best feet can be pushed forward under the double scrutiny of the One-week/Four-week technique."

ARB's other services are the instantaneous Arbitron single-city (New York, Chicago and Los Angeles) and multi-city (New York, Chicago, Cleveland, Detroit, Philadelphia, Baltimore and Washington) studies and twice-monthly Tv-National reports, based on sampling of every county in the country.

ARB Director Jim Seiler stated in reference to the new package, "We expect to provide our agency and advertiser clients with the most comprehensive and reliable television timebuying and audience evaluation tools ever made available."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,601,000 people in the U. S. over 12 years of age during the week Sept. 7-13. This is how they spent their time:

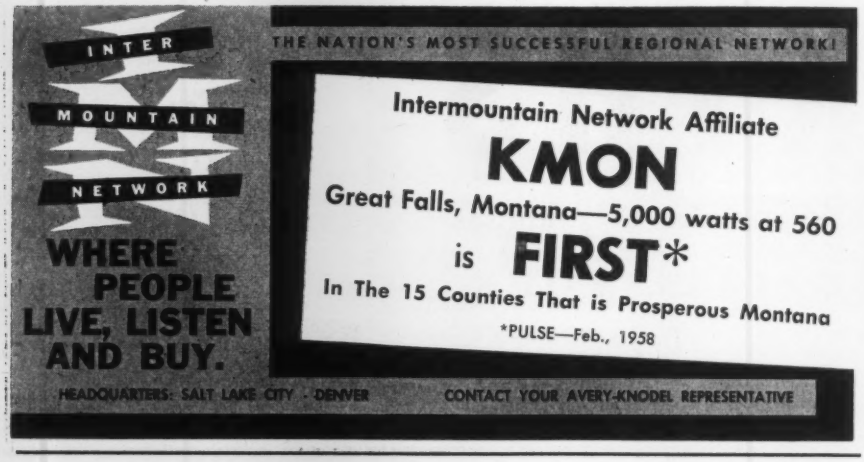
68.1%	(85,534,000) spent	1,652.5 million hours†	WATCHING TELEVISION
58.1%	(72,974,000) spent	1,077.8 million hours	LISTENING TO RADIO
83.4%	(104,751,000) spent	409.7 million hours	READING NEWSPAPERS
37.5%	(47,100,000) spent	213.0 million hours	READING MAGAZINES
24.2%	(30,395,000) spent	325.5 million hours	WATCHING MOVIES ON TV
35.1%	(44,054,000) spent	184.3 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S.



AGENCY APPOINTMENTS

Fun Bilt Toys Inc., L. A., appoints Killingsworth-Moreland, L. A.

Whitehall Labs appoints Street & Finney, N. Y., for its Sperti Ointment.

American Optical Co., Southbridge, Mass., for ophthalmic division and all national consumer advertising of company, appoints Fuller & Smith & Ross, N. Y.

Cool-Ray Inc., Chelsea, Mass., manufacturer of optically ground and polished sun glasses, appoints Fuller & Smith & Ross Inc., N. Y., with Gordon Zern, FSR v. p. as account executive, and Carroll Pfeifer, agency v. p., account supervisor.

Alpha Beta Food Markets Inc., 51-store Southern California chain, appoints Donahue & Coe, L.A., as its agency. Account, billing in excess of $750,000, leaves Hixson & Jorgensen, L.A., effective Oct. 1.

ABC-TV PREVIEWS EXPANDED BILL

ABC-TV Wednesday (Sept. 17) previewed its 1958-59 season, revealing publicly for the first time its new "Operation Daybreak" and a strengthened nighttime lineup of scheduled shows.

Accent of the network's season beginning this fall will be on more live programs, additional hours of programming, more time sold and 10 different types of programming.

Participating in the preview program—a one-hour closed-circuit telecast to newsmen and affiliates in more than 80 cities—were ABC-TV President Oliver Treyz and Vice President Thomas W. Moore, who is in charge of programming.

Mr. Treyz said the network was backing its effort this season with "over $40 million invested in brand new programming to add to our continuing investment of the past season."

"Operation Daybreak" will add nearly 80 new quarter-hours of programming to the daytime schedule of ABC-TV. The projected program block gets underway Oct. 13. Since its inception this summer, the time made available has been increased from 60 to 80 quarter-hours [CLOSED CIRCUIT, Sept. 8] Seventeen advertisers, including several handled by Young & Rubicam, have been signed for nearly 70 quarter-hours [ADVERTISERS & AGENCIES, July 14, *et seq.*].

The new daytime schedule will open network programming Monday-Friday at 11 a.m. with the half-hour *Day in Court* (dramatic recreations of court trials), and will follow with *The Peter Lind Hayes Show*, 11:30-12:30 p.m.; *Mother's Day* (panel show) 12:30-1 p.m.; *The Liberace Show* 1-1:30 p.m.) *Chance for Romance* 2-2:30 p.m., and picking up at 3 p.m. with the half-hour *Beat the Clock* audience participation program. A show to be slotted at 1:30-2 p.m. has not yet been announced.

Mr. Treyz said that ABC-TV's evening schedule now will be "more than 50% live . . . compared to one-third last year and the daytime schedule will be over 90% live." He said 10 of the 21 evening programming hours are new shows, with another 20 hours of new shows being supplied in the daytime.

Mr. Moore outlined ABC-TV's programming precept as including five approaches: re-programming of time periods where audiences were not up to expectations and of periods in which ABC-TV wanted the most desirable product, changing the format of several key nighttime shows to gain additional audience interest and impact, rescheduling certain programs to take advantage of competitive situations and a desire to become "for the first time a full-time network operation in the daytime."

AB-PT President Leonard Goldenson, speaking in Hollywood where he is scouting program material for the 1959-60 season, pledged that ABC-TV will continue to pioneer in the development of new trends and new personalities in live tv as it has in the past few years with filmed programs. Now that the network has enough affiliates to reach 90% of U. S. tv homes live, he said, ABC-TV programming is swinging toward live rather than filmed shows.

Citing *Encounter*, a live dramatic series which ABC-TV is getting from CBC, Mr. Goldenson said, "we'll go to Canada, Europe or Japan—anywhere that good programs are available."

Stating that many program negotiations are underway for 1959-60, Mr. Goldenson declined to reveal any details at this time. He did say, however, that in place of the two or possible three special programs which Bing Crosby will do on ABC-TV in 1958-59, the following year should find many more special programs, perhaps one every three weeks.

Asked about color, he repated what he has said many times before, that ABC-TV will get into color when the public has bought enough color receivers to provide a reasonable audience. Of the $1.5 million spent to modernize the WBKB (TV) studios in Chicago and the $4.5 million to rebuild WXYZ-TV Detroit, both network-owned, about half of the money has gone into preparations for colorcasting, he said. Two color studios will be completed in Los Angeles in the next six to nine months and two of the biggest color studios in New York will be constructed at St. Nick's Arena, which the network has acquired.

The 250,000 color sets out now are "for the birds" so far as tv circulation figures go, Mr. Goldenson stated, adding that ABC-TV will not go into color programming this year. "But we want to be prepared to move into color as soon as color starts to move."

ABC-TV has no present plans for editorializing, he said, but the network does plan to continue to present programs of special public interest, such as last season's *Report Card, U. S. A.* One such, now being prepared by Walt Disney, is *Romance of Numbers* with Donald Duck. The idea of the program, Mr. Goldenson said, is to encourage youngsters to gain the mathematical background they'll need to pursue careers in science to provide the number of scientists the nation needs.

NOT ABC-TV'S AX

ABC-TV President Oliver Treyz held out the olive branch to newspaper tv critics during a closed-circuit preview of the new fall season (see adjacent story), even though his network has not been in direct conflict with the press.

Mr. Treyz in his opening remarks referred to another network head (Robert Sarnoff, NBC board chairman) using "hard words" on newspaper coverage and treatment of tv entertainment and of the medium itself. "Those hard words did not speak for ABC," Mr. Treyz said.

He said ABC-TV's "emergence . . . to competitive equality with the other networks has not been the result of lashing back at criticism," that the opposite was true, and that the network's "respect for the opinions of the press, and our willingness to heed its counsel, has been a substantial factor" in its "maturing." ABC-TV, he said, will continue the policy, "not in the spirit of 'buttering you up,' but because we are convinced that your opinions are honestly motivated, constructively meant and directly rendered."

COWAN SEES TV PROGRAM GROWTH

Television's future growth "will not be in reaching more homes" but in "providing the people in those homes with more exciting and better programming," Louis G. Cowan, president of the CBS-TV network, asserted last week.

Mr. Cowan ranged across programming, critics, tv costs and quiz shows (see page 48) in his first major speech since he became head of the network. He spoke before the Pittsburgh Ad Club last Tuesday.

He told the group that in his view "the next big step in television will be in its continued betterment of programs. It must continue to improve in quality and in stature if it is to be the vital force that all of us expect it to be."

Up to now, he said, television for the most part has borrowed from radio, the theatre, motion pictures and the lecture platform and its people have come mainly from these backgrounds. But for the future, he counseled, it "must more than ever develop its own new forms, new people, new creative talents, new techniques." He continued:

"By this I do not mean . . . that there no longer will be dramatic shows, variety programs, comedy and the like. These have always been with us. Story-telling is one of our oldest arts. What I mean to point out is that there will be fresh new forces, new ideas and new ways of informing and entertaining.

"This now gets to what I consider an absolute responsibility of the network broadcasters. I believe that the network must be a vital force in creating programs for the future. A network must be willing to experiment, to invest, to develop the programs that the viewers of this nation have every right to expect."

Mr. Cowan said CBS is spending "millions" in program development "this very year," that "only a tiny fraction of [CBS creative talent's] product ever reaches the screen." But, he explained, "ideas generate other ideas and skills pile on top of skills," with the result that "out of this whole building process great new products and personalities emerge."

He said tv prices could be the subject of a complete speech, but "let it suffice for me to point out that I am con-

"It's bigger than both of us!"

"It's bigger than both of us!"

TERRYTOONS, long famous for its television and movie cartoons, is now making its biggest hit. Producing animated film commercials which combine creativity with salesmanship. Creating entertaining sales messages for some of the most successful agencies serving major national and regional advertisers.

Like Young & Rubicam for Piel Bros.; Benton & Bowles for General Foods; Marschalk & Pratt Division of McCann-Erickson for Mennen and Genesee; Ted Bates for Colgate-Palmolive; Campbell-Ewald for General Motors; Compton for Socony Mobil; Dancer-Fitzgerald-Sample for General Mills; William Esty for R. J. Reynolds and P. Ballantine; Wherry, Baker & Tilden for Quaker Oats.

It figures. For TERRYTOONS is the *oldest (and second largest) animated film company in the nation.* Its newly-modernized plant houses the very latest camera, sound and animation equipment, and a staff of nearly a hundred craftsmen and artists . . . the same experts who create cartoon favorites for the CBS Television Network and theatrical cartoons, in CinemaScope and Technicolor, distributed throughout the world by Twentieth Century-Fox Film Corporation.

Animate *your* sales picture with cartoon commercials from **TERRYTOONS**

485 Madison Ave., New York 22, or 88 Centre Ave., New Rochelle, N.Y.—A Division of CBS Television Film Sales, Inc.

TERRYTOONS, long famous for its television and movie cartoons, is now making its biggest hit. Producing animated film commercials which combine creativity with salesmanship. Creating entertaining sales messages for some of the most successful agencies serving major national and regional advertisers.

Like Young & Rubicam for Piel Bros.; Benton & Bowles for General Foods; Marschalk & Pratt Division of McCann-Erickson for Mennen and Genesee; Ted Bates for Colgate-Palmolive; Campbell-Ewald for General Motors; Compton for Socony Mobil; Dancer-Fitzgerald-Sample for General Mills; William Esty for R. J. Reynolds and P. Ballantine; Wherry, Baker & Tilden for Quaker Oats.

It figures. For TERRYTOONS is the *oldest (and second largest) animated film company in the nation.* Its newly-modernized plant houses the very latest camera, sound and animation equipment, and a staff of nearly a hundred craftsmen and artists . . . the same experts who create cartoon favorites for the CBS Television Network and theatrical cartoons, in CinemaScope and Technicolor, distributed throughout the world by Twentieth Century-Fox Film Corporation.

Animate *your* sales picture with cartoon commercials from **TERRYTOONS**

485 Madison Ave., New York 22, or 88 Centre Ave., New Rochelle, N.Y.—A Division of CBS Television Film Sales, Inc.

scious of this concern." He felt "it is clearly our joint responsibility . . . to see to it that the dollars spent by the advertisers bring the quality, the performance and the results that make these wise expenditures."

"As we know price alone cannot be the determining factor. The focus of our attention has to be on results."

Mr. Cowan said broadcasters have "a great responsibility . . . not only to bring entertainment—the best possible entertainment—but also the responsibility for bringing news and information broadcasts to the screen. Further, I believe that such programs should be included in the schedule not only on Sunday afternoon, but in the daytime schedule and in the nighttime schedule when events and material so dictate."

He reminded that CBS-TV spent $21 million on news and public affairs broadcasts last year, with $11 million of this not recovered.

On tv criticism and critics Mr. Cowan said that "while there frequently seems to be a conspiracy at work to destroy television, I for one do not believe this is true. Nevertheless, there is loose criticism at times. I do point out, for example, that many who say that television is all quizzes and westerns don't know what they are reporting.

"On the CBS-TV network for the entire week during the forthcoming nighttime programming there are but two half-hour quiz shows and seven half-hour westerns out of 54 half-hours of network programming. I choose to believe that the misreporting of this fact by some is a lack of research and lack of complete knowledege of the field—not deliberate deception."

NBC News Dismisses Several In Network Economy Measure

Several NBC News veterans have been caught in the network's "economy move," in effect now for several months. Off the air as of last week, or going off, were such familiar names as W. W. Chaplin, Henry Cassidy and Dick Applegate.

NBC News Vice President William R. McAndrew confirmed these terminations. He indicated "seven or eight" people would be lopped off the payroll in his department, leaving "some 250" still employed at NBC News. Henry Cassidy, with NBC since 1945, was terminated as of last Monday (Sept. 15); W. W. Chaplin, with NBC News since 1942, has been told his contract won't be renewed as of Jan. 4, but that he will be free to work for the network as a free lance, being paid at standard fees. Mr. Chaplin has not yet indicated whether he will accept the offer.

Others lopped off are Dick Applegate, who joined NBC News in Chicago at the time of the 1956 elections, having served as an NBC stringer in the Far East (he had been imprisoned by the Chinese Communists and released in 1955); Jack Begon, an NBC programming writer assigned to *Life and the World*, and newscaster Jim Hurlburt, NBC News, Chicago.

New MBS owner Guterma: Optimist moving into a 'depression-proof' trade

A. L. Guterma, captain of diverse enterprises, has been for little more than a week a radio network president. After disclosure on the West Coast that Mr. Guterma's F. L. Jacobs Co. had bought Mutual Broadcasting System [LEAD STORY, Sept. 15], *he was interviewed at his Los Angeles hotel by Bruce Robertson,* BROADCASTING *senior editor and west coast chief.*

ALEXANDER L. GUTERMA

"I'm an unbounded optimist," Alexander L. (for Leonard) Guterma declared last week, in an exclusive interview with BROADCASTING following his election as president of the Mutual Broadcasting System [LEAD STORY, Sept. 15].

And well might Mr. Guterma be optimistic. At 43, he commutes daily from a home in Greenwich, Conn., to an office on Madison Ave. from which he controls the destinies of the F. L. Jacobs Co. of Detroit, of which he is chairman of the board and president; the Scranton Corp. of Scranton, Pa., of which the Jacobs Co. is controlling stockholder, and a number of subsidiary companies including, since June, the motion picture and tv producing company, Hal Roach Studios, and, since Sept. 11, MBS.

F. L. Jacobs Co. manufactures automotive component parts for General Motors, Chrysler, Ford and American Motors. A wholly owned subsidiary, Symphonic Electronic Corp., Mr. Guterma described as the world's largest manufacturer of phonographs, for Columbia, Capitol, Decca, Westinghouse and Western Auto as well as under its own label. Scranton Corp., a lace producing organization before Mr. Guterma and his associates took it over, now manufactures yarn, carpets, plastic products and electronic components as well as lace. A Scranton subsidiary, Storm Vulcan Corp. of Dallas, manufactures machinery for rebuilding automotive engines.

Scranton also owns 100% of Hal Roach Studios, which last month announced plans for expanding beyond the production of films for tv and theatrical exhibition into live theatrical productions for the Broadway stage, radio, recording and "any phase of the entertainment business in which we feel we can be successful" [FILM, Aug. 25]. Acquisition by Roach of MBS is the first major move in this expansion program.

The head of this far-flung industrial empire was born April 29, 1915, in Irkutsk, Siberia. His only formal education was obtained at a missionary school in China. His business career began in the Philippines, where he dealt chiefly in sugar and cocoanut oil, but also was interested in such diverse enterprises as shipping, soap, and cosmetics manufacturing and gold mining. He established the first jute manufacturing plants in the Philippines and also operated jute mills in Italy.

When Mr. Guterma came to the U. S. in 1950, he became a Florida farmer. "I was the first to plant kenaf in Florida," he said, explaining that kenaf is a substitute for jute and that this was a good thing to plant in 1950, "when India and Pakistan were not on speaking terms and so jute was hard to get." He also had a few "diversified business interests in New York."

Today, with more than a few diversified interests to keep him occupied, he said that when considering the addition of a new company into the Jacobs-Scranton empire it's not the type of business that concerns him, but the challenge it offers.

"I look at any business as a challenge," he stated. "I don't profess to know much about anything, but I've learned to buy when others are selling. The secret of success is management. In acquiring a new business property, we take over the management that's there, if it is there, and if it isn't, we bring it in. The Jacobs company had been losing money for several years before we took it over, so we turned it completely around."

The acquisition of Hal Roach and Mutual are based on Mr. Guterma's conviction that the field of entertainment is depression-proof. "As long as humans are here on earth they'll either buy entertainment or they will get it free at someone else's expense as they do now by radio and television," he declared.

Mr. Guterma believes that radio, as a vital part of the nation's entertainment, has a bright future, and that Mutual, as the world's largest radio network, is going to enjoy a bountiful share of that brightness.

"Mutual has a newscasting staff that can't be improved on," he stated. "It has good management. What it needs is strong guidance, the kind of guidance that NBC and CBS have. That's what we intend to provide."

Negotiations for Mutual were underway for five months before the deal was consumated, he reported, noting that these were well along before the acquisition of the Hal Roach Studios in June [FILM, June 2]. "We came with certified checks three times."

A tall, balding man whose speech and

Visitors enjoy every hour in Wisconsin's Nicolet National Forest

Nature—man's first and finest playground

Man has always loved the glories of Nature, for here is home-base; touching it, he feels safe. Standing in forested mountains, near tumbling waters, close to the wonder of living things, his heart is lifted and his hopes nurtured.

Thoreau, who found all life's meanings beside Walden Pond, would have loved Wisconsin's wonderful parks and forests. *And you will, too,* for wise conservation has kept the sylvan beauty that entranced Joliet and Marquette in 1673. You can study ancient Indian rock-carvings, or watch exciting Indian ceremonials, or perhaps find arrowheads to bring back home. *There are eight thousand lakes for you to swim in,* bass, pike and muskie to catch, and wild life to watch. There's camping, and hiking, and a million trees to sit under and watch the grass grow.

All men hunger for peace. It is still to be found in Nature. In the inspiration of cloud and forest, blossom and star, you will find testimony to the essential goodness of life – and the dignity of man.

★ ★ ★

FREE TOUR INFORMATION If you would like to visit Wisconsin's parks and forests, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.

ANOTHER IN SINCLAIR'S AMERICAN CONSERVATION SERIES

SINCLAIR SALUTES THE NATIONAL RECREATION ASSOCIATION

for *leading drives* throughout the nation to provide parks and playgrounds to help citizens of all ages make wise use of leisure time. As the foremost source of recreation information and guidance, the Association *has enriched the nation* by showing the community how to conserve mental and physical health, win the rewards of worth-while recreation indoors and out, and gain the values of creative living that *uplift the spiritual well-being of all Americans.*

SINCLAIR
A Great Name in Oil

appearance are as typically American as any other businessman's on his commuting train, Mr. Guterma exudes the unbounded optimism he professes. "I have unbounded faith in the United States and its future," he said earnestly. "I believe that no matter what products you manufacture or what services you offer, if you manufacture or serve better than the next fellow your business is bound to prosper."

Asked for the success formula which has obviously worked so well in his case, Mr. Guterma said that once in a business paper interview he'd been asked to explain the success of the Jacobs company and had replied, "It's because it's run by a goddam genius." "When the story appeared it started out with that quote," he recalled, "so I won't make that mistake again. Just say that I get up early and stay up late and that in between I put in a lot of hard work. Also, I've been very lucky. I guess whatever success I've achieved can be put down to that combination of hard work and luck."

This reporter, who felt he had risen early to drive to the Beverly Hilton Hotel in Beverly Hills, Calif., for the 9 o'clock interview on Saturday morning, found that Mr. Guterma was not exaggerating about being an early riser. A sleepy-eyed associate who entered the suite about 9:30 picked up the phone to order breakfast and, asking what Mr. Guterma wanted, was told he'd had breakfast hours before. Another query about contacting someone in New York brought the reply, "I had him on the phone at 7."

Mr. Guterma, who was to fly back to New York the following day, said he had just returned from Europe and reported that these days he's as apt to commute to Los Angeles as to New York, which is all right except that it forces him to spend too much time away from his home and family, Mrs. Guterma, the former Anita McGrath, and their three children: Carol, 14, Robert, 13, and Karen, 6.

A mention of the Los Angeles Dodgers evoked the comment that in Mr. Guterma's opinion the team had made a big mistake in not permitting its games to be telecast this year and in holding out for pay tv, one branch of the entertainment business he believes is destined to fail if it ever gets started.

"The American people are astute enough to know that they're getting the best entertainment in the world for nothing. There's no power on earth that can induce them to pay for something that's now theirs for free."

NBC Expanding Foreign Tv

NBC International Ltd., organized as a Canadian subsidiary of NBC, is understood to be stepping up its program for investment in overseas tv stations. The company already is set for a 15% investment in a new station in Hobart, Tasmania, which is awaiting approval of the Australian government. NBC International also is investigating investment in tv stations in Lima, Peru, in Monterey and Guadalajara, both in Mexico, and plans to place these latter two projects before the NBC board for approval.

NBC, TRENDEX STILL LIKE QUIZZES

NBC-TV has come to the conclusion that the current investigation of quiz programs and the attendant publicity have not adversely affected the network's quiz shows.

And Trendex polled the public last week and found few viewers who said they were "disappointed and now suspicious" of quiz shows as a result of the charges and counter-charges.

The two signs of optimism were noteworthy in a week when the New York district attorney's office, as predicted [AT DEADLINE, Sept. 15], impaneled a special grand jury to take testimony on the quiz furor under oath.

A report issued by the network last Thursday (Sept. 18) said that an analysis by NBC-TV shows that "on the contrary, all the evidence to date points to the fact that the quiz shows are running at about the same audience level since the *Dotto* trouble as they were prior to it." The initial announcement on cancellation of *Dotto* was made Aug. 16 [NETWORKS, Aug. 25] and, the network said, its computations were based on the September Trendex and Nielsen. The network report added:

"A mention should be made of *Twenty-One's* audience share. In the months before Elfrida Von Nardroff started, *Twenty-One's* share had been running in the high 30's. Elfrida climbed to a 44. In August, after she had gone off, *Twenty-One's* share dropped to a 34; in September, after the quiz ruckus, the share was 32 and a week later, it was back to the same 34 level as August despite the fact it faced increasing competition from the premiere performance of *Voice of Firestone* [ABC-TV], which had doubled its share from about 8 to 18. *Twenty-One* also followed a similar pattern after Charles Van Doren lost."

The network pointed out that all of NBC-TV's quiz shows maintained or increased their share of audience levels according to the latest nighttime Nielsen report for the two-week period ending Aug. 23 as compared with the previous period, with only one exception: *Dotto*.

Jack Boyle, director of Trendex News Poll, which produces a weekly television column sold through McClure Newspaper Syndicate, reported in a column for release Saturday (Sept. 20) that a special survey showed these reactions to the quiz investigation:

Like quiz shows and will continue to watch them	43.4%
Never liked or watched them	24.9%
Always thought they were fixed	14.3%
Disappointed and now suspicious	7.4%
Haven't paid much attention to shows or accusations	6.3%
Other reactions	3.7%

The Trendex study coincided with the special analysis by NBC of before-and-after audiences of its own quiz programs. Both studies came out in a week when quiz-probe developments got probably the fewest and smallest newspaper headlines since the "scandal" broke with the summary dropping of *Dotto* in mid-August.

Trendex said it asked all its interviewees to give reasons for their answers and that "perhaps the most startling explanations came from the scattered few who said that now there was evidence that the shows were fixed—they wanted to become contestants and make some fixed money."

The report offered this "sampling of the reasons given by the 43.4% who said they like quiz shows and will continue to watch them."

"A Utah woman: 'I prefer to think the stories I've heard are not true and that people are basically honest.' A New Mexico male: 'Someone is simply jealous.' A Seattle man: 'As soon as we read about the fixes we became more interested. Now we are watching them closer than ever.' An Indiana woman: 'It hasn't been proved that the shows are fixed.' A California woman: 'I enjoy watching quiz shows. If they are fixed, it is no money out of my pocket'."

Among those who were disappointed and now suspicious of all quizzes Trendex said the replies included: "I always thought they were on the up and up and when you find out they aren't, it kinda hurts"; "it had the same effect on me as hearing that wrestling is fixed; it spoiled all the fun;" "I feel cheated; I don't think I'll watch them any more."

Trendex found "little interest" in the answers given by those who never watched quizzes, but said those who reported that they had always suspected rigging were often amusing: "I knew they were all crooked, but I still enjoyed them;" "it was very foolish to let the public know they were fixed;" "all shows are rehearsed; if they weren't they would be dull entertainment."

Among people whose answers didn't fall clearly into the other categories Trendex cited these answers: "Somebody always has to spoil everybody else's fun;" "I'm glad the shows were exposed; now I don't feel so ignorant myself."

Shows Must Be Honest, Cowan Tells Ad Club

Programs that are not fair and honest have no place in television, Louis G. Cowan, president of the CBS-TV network and sometimes called the father of the big-money quiz show, declared last week.

Breaking the official silence that network top officials have kept during the current quiz probe, Mr. Cowan Tuesday told the Pittsburgh Advertising Club (see page 43): "I think it should be made abundantly clear that no program should be on the air—quiz or otherwise—that does not meet the standards of honesty and fairness.

"There have been many accusations made about quiz programs, and it is an index of the important role of television in our society that these accusations and stories have found their place on the front pages of our newspapers.

"No responsible person or organization can or does act on accusation alone. In the instance of the quiz shows, these properties

MEMO: to Timebuyers with an eye toward aggressive audience-building stations
During the past year, WFAA-TV, Dallas, has increased its share of viewers in every 3-hour time segment from 10% to 40%
(A.C. Nielson Summer '57 vs. '58)
Ask your PETRYMAN to show you the details
WFAA-TV CHANNEL 8 DALLAS
Basic ABC for North Texas

usually are not owned by a network. Since these programs represent property values that may well be worth hundreds of thousands or millions of dollars to other people, we are obliged to act in utter fairness to their rights.

"When, however, in our opinion, there is sufficient evidence supporting such accusations, we have taken, and will continue to take, action to remove such programs from the air promptly. There can be no compromise. . . .

"Certainly, as broadcasters, we know and will continue to exercise our responsibility to the American people. In this I know I express the sentiment not only of our company, but of the other networks and the individual station owners throughout the country as well."

At the time Mr. Cowan spoke, two quiz shows had been dropped. *Dotto,* on CBS-TV daytime and NBC-TV in a nighttime version, was abandoned abruptly by Colgate-Palmolive and the networks on the heels of "fix" charges that touched off the current investigation [NETWORKS, Aug. 25]. *The $64,000 Challenge,* which was to move from CBS-TV to NBC-TV last week, was dropped by P. Lorillard and its last performance on CBS was "pre-empted" for a special news show presented by the network without a sponsor [AT DEADLINE, Sept. 15].

Lorillard was known to have been concerned about charges made against *Challenge,* which were quickly denied by the producer. The tobacco company attributed its move to a desire for wider audience appeal, pointing out that *Challenge* attracts the same type audience as *$64,000 Question,* which it co-sponsors.

Mr. Cowan has been credited with starting the big-money quiz trend with *Question.* He launched this program in 1955 when he headed his own production firm, now Entertainment Productions Inc., which packages both *Question* and *Challenge.*

Western National Firms Lag in Tv Use—Durgin

National advertisers located in the Western states are behind their fellows in other sections of the land in the use of tv advertising, Don Durgin, NBC-TV vice president and national sales manager, said Tuesday (Sept. 16).

Addressing the Los Angeles Advertising Club, Mr. Durgin reported that of the 798 national advertisers who spent $250,000 or more last year in network and spot tv, newspapers, newspaper supplements and magazines, Pacific Coast advertisers contributed only 5% of the five-media total. In the first six months of 1958, these Pacific Coast advertisers put up only 4% of the time billings of the tv networks and only 2% of the billings of NBC-TV.

Citing the recent *Fortune* list of the nation's top 500 companies, Mr. Durgin said that there are 22 companies with headquarters on the West Coast spending at least $250,000 for national advertising last year. These firms, he stated, divided their advertising expenditures this way: Network tv: 15%; spot tv: 9%; magazines: 44%; supplements: 18%; newspapers: 14%. The combined network-spot tv allotment of 24% of these advertising budgets compares unfavorably with the more than 50% devoted to tv by the nation's top 50 advertisers, he declared.

He attributed this underrepresentation of West Coast advertisers in tv to "poor communications—or maybe I should say poor selling—on the part of the networks and the agencies, who, after all, are the real salesmen of any medium."

Focussing on foods and institutional or industrial accounts, which he termed "the two principal product categories located in the West," Mr. Durgin said:

"There are so many examples of food advertisers using network tv to tremendous advantage that I believe the failure of west coast national food accounts to use network television as importantly cannot help but restrict their growth or the speed with which they realize their potential. In this connection, the remarkable advance of daytime tv is especially significant for food companies who are using this medium more than ever.

"We have just received substantial orders from Pillsbury, General Mills, Heinz, Armour, National Biscuit, Sunshine Biscuit —all new business to NBC-TV—which underscores the sales success of daytime tv. We are 70% sold out this year vs. 60% a year ago. Our daytime business alone will run to $64 million in time and talent this season. The other networks have also recorded significant sales gains in daytime vs. a year ago."

ROBINSON BECOMES 'D.P.'

An NBC newsman, pointing out in a tv network program that Generalissimo Chiang Kai-shek had declined to answer 8 out of 15 questions submitted in advance, has been accused by the Taiwan government of being "unfriendly" to the nationalists. Result: visa cancellation and automatic expulsion. Cancellation came as the newsman, Jim Robinson, was en route to New York from Taipei to appear on a special NBC-TV report on the Quemoy crisis Thursday night. Thus, NBC News Vice President William R. McAndrew Thursday said his office would "protest in the strongest possible terms" to this action by the nationalists, defended Mr. Robinson his conduct and work as "fair and objective . . . highly responsible" and noted his explusion was "an affront to all honest reporters."

Paar Wants Time Shortened

Jack Paar, who has lifted NBC-TV's late-evening *Jack Paar Show* to success, is at odds with the network over whether the show should be cut and he reportedly has warned he'll quit unless it's shortened by a half-hour effective next July. An NBC spokesman said, "We're sympathetic with Jack's problem but it is not feasible at this time to reduce his schedule."

Post-Labor Day Rash of Orders Nets $5 Million for NBC-Radio

NBC Radio since Labor Day has racked up over $5 million net in orders to be executed during the last four months of this year, the network reported last week. NBC Radio Executive Vice President Matthew J. Culligan said: "This volume of post-Labor Day business is the greatest in well over five years." The allocations are spread over campaigns running between Sept. 1 and Dec. 31 and do not cover drives slated for 1959. Forty-one advertisers and 26 agencies are involved in this placement. Among them: the previously-reported $1 million order from Mogen David Wine Corp. (2,184 *Monitor* announcements) through Edward H. Weiss & Co.

Among other NBC Radio advertisers showing up in this last quarter of 1958: Morton Salt Co., California Packing Corp., General Foods Corp., Lewis-Howe Co., Warner-Lambert Pharmaceutical Co., Grove Labs., Bristol-Myers Co., General Motors Corp., Chrysler Corp., Pepsi-Cola Co., Readers' Digest Assn., and Brown & Williamson Tobacco Corp.

Radio Networks Cooperate In Storm Warning Service

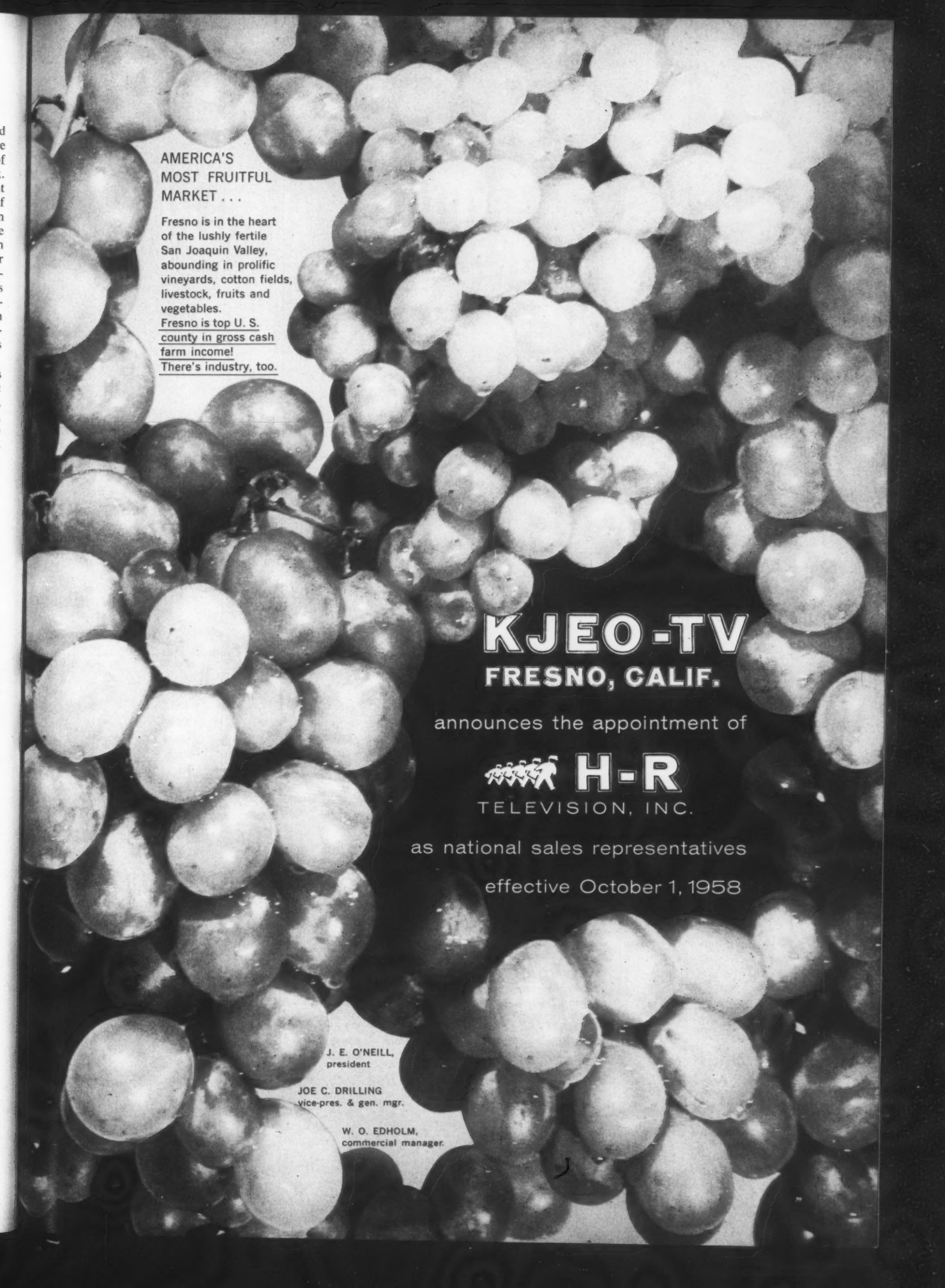
Cooperation by the four radio networks has been enlisted in a project that enables about 140 stations in Florida to receive for the first time detailed instantaneous advisories of hurricane warning information three times a day on a regular basis.

Agreement on the plan was reached by officials of Mutual, ABC, NBC, CBS, AT&T and a representative of the Florida Assn. of Broadcasters, James L. Howe, president of WIRA Fort Pierce. FAB is absorbing the cost of a short loop from the Miami Weather Bureau to WKAT Miami Beach, MBS affiliate. MBS, which maintains a reversible telephone line between Miami Beach and Jacksonville, Fla., is making the line available for detailed hurricane advisories. They are fed each day at 8 a.m., 12 noon and 4 p.m. (EST), when warranted, to Jacksonville, which is an AT&T distribution center for all networks. In turn, the advisories are distributed to all network stations and to independents.

Network Tv House Still Growing

Network viewership continues to grow, Television Bureau of Advertising reported Thursday (Sept. 18). In TvB's January-August (1958) study, the first eight months showed a 9% increase in average nighttime audiences and 13% in average daytime audiences. This year so far has seen an additional 689,000 homes added to nighttime audiences and 389,00 homes added to daytime audiences.

In nighttime audience terms, 5.7 million homes were watching in 1955; 6.8 million in 1956; 8.1 million in 1957 and 8.8 million this year. In daytime audience terms, 2.2 million homes were tuned in in 1955; 2.7 million in 1956; 3.0 million in 1957 and 3.4 million this year. TvB's figures are based on A. C. Nielsen & Co. audience statistics.


AMERICA'S
MOST FRUITFUL
MARKET . . .
Fresno is in the heart of the lushly fertile San Joaquin Valley, abounding in prolific vineyards, cotton fields, livestock, fruits and vegetables.
Fresno is top U. S. county in gross cash farm income!
There's industry, too.
KJEO-TV
FRESNO, CALIF.
announces the appointment of
H-R
TELEVISION, INC.
as national sales representatives
effective October 1, 1958
J. E. O'NEILL,
president
JOE C. DRILLING
vice-pres. & gen. mgr.
W. O. EDHOLM,
commercial manager.

PETERS, GRIFFIN,
SPOT RA

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

E PLURIBUS UNUM

"ONE out of Many"

That's the PGW SPOT RADIO GUIDE

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the **PGW** Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

Call **PGW** *for a copy of the Spot Radio Guide and for helpful market information.*

THE CALL LETTERS OF THE SALES GETTERS

West

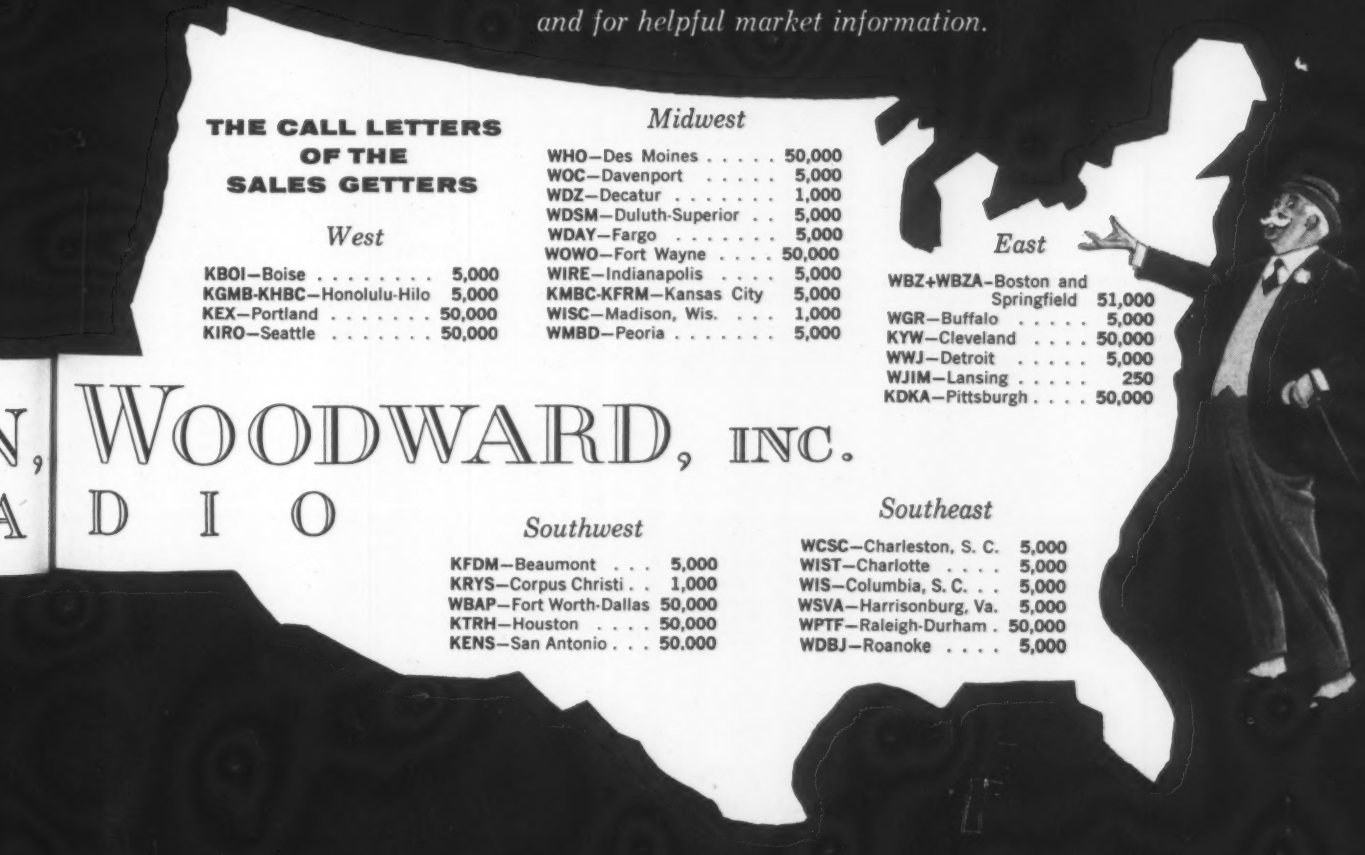
KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000



N, WOODWARD, INC.

A D I O

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

KICKOFF NAB CONFERENCE MULLS LEGISLATIVE THREATS, ECONOMICS

- **Biloxi sessions open fall series of eight meetings**
- **Fellows outlines new areas of NAB concentration**

NAB's series of eight fall conferences opened last week at Biloxi, Miss., with two days of meetings devoted to station management problems and ways of increasing operating efficiency. The series resumes today (Sept. 22) at Oklahoma City and continues Sept. 25-26 at Sun Valley, Idaho (story, page 60).

The first conference drew an attendance of 150, comprising delegates from Arkansas-Tennessee on the north and Eastern Texas on the west. NAB President Harold E. Fellows was accompanied by nine headquarters executives, a smaller staff group than usual.

NAB has been directing its heaviest attention to three fundamental activities, Mr. Fellows said, listing them as government relations, public relations and economic relations.

Highlighting the trends brought out during the Sept. 18-19 Biloxi meeting were:

- Broadcasting escaped the wildest congressional year in memory without passage of any crippling legislation, but the 1959 session promises to be even worse.
- The profit position of broadcast stations is becoming more dependent, year by year, on efficient management rather than outside competitive factors (story page 56).
- Agency timebuying methods are due for an overhauling (story page 60).
- Station editorializing is slowly but steadily increasing.
- Tv broadcasters privately voiced concern over threats to tv allocations through spectrum juggling as a result of government and manufacturing industry studies of military and civilian services.

PRESIDENT FELLOWS

In shifting NAB's emphasis to government, public and economic relations, Mr. Fellows described the three as inseparable and overlapping in modern Washington and the nation as a whole.

He observed that legislators can't be expected to understand "the intricate challenges of broadcasting" unless their constituents also understand them, a point where the objectives of NAB government and public relations run parallel. But if economic considerations should bankrupt the broadcasting business, he went on, "there would be no funds for carrying on in the vital arenas of government and public relations."

NAB started building its economic relations a decade ago, Mr. Fellows said, tracing the growth of this activity. Next came stepped-up government relations in the last five or six years and the recent public relations expansion. He voiced concern that NAB is not geared even now to handle the job, particularly in government relations.

He backed the legislative gloominess with the prediction there will be more bills and hearings involving pay tv, community antennas, network regulation, restricted ownership (by multiples and by categories), allocations, international treaties, freedom of access to cover public events, advertising controls, music licensing, copyright and many other subjects of interest to radio-tv.

Arrival of the space age, Mr. Fellows said, will pose new and pressing challenges for broadcasters and require "freedom in which to perform" broadcast functions. Here, he said, is another reason for unified broadcaster action.

"We cannot say that the whole system of retransmitting signals may not be changed by the existence of stationary or moving space objects in the foreseeable tomorrow," he said, adding: "Surely, as pioneers in the field of electronic communicating, we must be prepared to do our part in utilizing the equipment of communicating for the good of international and intrapeople relations."

In a greeting to broadcasters at the opening Fall Conference session Mr. Fellows explained the new 1½-day agenda with its emphasis on management problems, association activities and station administration. This change was made by NAB board directive, the current series being programmed as a transition from past autumn meetings to operational phases of station management.

The 1959 meetings will be strictly operational and will be located at eight central metropolitan points.

Vincent T. Wasilewski, NAB manager of government relations, said 1958 had been "a successful year for broadcasters" despite the flood of hearings and the swarms of legislation. "No legislation was adopted contrary to the best interests of broadcasters during the 85th congress," he said, describing some of the excitement on Capitol Hill.

Copyright will be in the spotlight next year, he predicted. Any revision of copyright law, he added, should remove the $250 minimum damages for infringement even if innocent. He reminded that the present law has no requirement to reveal on labels where ownership of performing rights lies. Often it is impossible for a broadcaster to determine ownership, he said. In a discussion of political broadcasters, he said stations with local and national rates can't charge the national rate in the case of candidates for local office.

In line with the association's stepped up public relations activity, Donald N. Martin, public relations assistant to President Fellows, described a guide to be distributed to members. It is designed to help stations win goodwill in their own areas and to encourage participation in industrywide public relations efforts. He said NAB will circulate a questionnaire to obtain a library of individual practices and experiences that will help other broadcasters.

In heading the discussion of editorializing, Daniel W. Kops, WAVZ New Haven, Conn., cited a survey by BROADCASTING [TRADE ASSOCIATIONS, Sept. 15] showing that 36% of a.m. and 25.8% of tv stations carry editorials on the air daily, weekly or occasionally. He said WAVZ has been running two-minute editorials, each repeated six times, on an average of two or three times a week.

"We've never lost an advertiser because of our editorials," he said, adding, "and we've actually gained many advertisers because of our identification with community growth." On a showing of hands approximately one out of eight stations represented at the meeting indicated they editorialize. Mr. Kops argued that the problem of equal time for reply isn't serious. Mr. Wasilewski said the FCC is mainly interested in seeing if a station is trying to be fair in its equal-time policies.

At a radio panel Mr. Kops introduced NAB's new handbook, *Broadcasting The News,* and called on stations to measure up to the journalistic standards required of "the primary medium of spot news."

Robert T. Mason, WMRN Marion, Ohio, chairman of the all-industry radio music license committee, said the committee will soon be ready to start negotiations with ASCAP, BMI and possibly other copyright groups. ASCAP contracts expire at the end of 1958 and BMI contracts in the spring of 1959. Mr. Mason called on all stations to support the committee. A similar tv group led negotiations with ASCAP a year ago.

William MacRae, station relations director for the Television Bureau of Advertising, presented "The House That Television Built"—Lestoil's success story—and TvB's updated "E-Motion" film, showing "profiles" of four major media "in terms of the personal values people take from media, the ability of the media to communicate, and the manner in which people use the media."

The media studied, through 90-minute personal interviews with some 300 adults selected to be broadly representative of the U.S., are television, radio, newspapers and magazines. The study is described as "exploratory." Results dealing with use of the four media for advertising are pointed up in the film.

E-Motion is introduced, via recording, by Dr. Lyndon Brown, vice president and director of media, merchandising and research for Dancer-Fitzgerald-Sample, and TvB President Norman E. Cash.

"This study is different from many media

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

No matter how you look at it, the 1958 Nielsen study gives WSYR-TV a dramatic margin of superiority in the Central New York market. WSYR-TV delivers a vastly greater coverage area ... more counties where circulation exceeds 50% ... more circulation nighttime and daytime. Examples:—

	WSYR-TV	*Station B*
TV Homes Reached Weekly	*342,490*	*303,320*
Weekly Circulation, Nighttime	*340,440*	*299,870*
Weekly Circulation, Daytime	*274,140*	*247,190*
Daily Circulation, Nighttime	*274,960*	*247,950*
Daily Circulation, Daytime	*199,860*	*176,420*

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira, with a weekly circulation of 28,180 homes.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC Affiliate

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

studies," according to Dr. Brown. "It undertakes to map out the world of mass media . . . with the consumer left in. It completely ignores costs per thousand, ratings, circulation, readership—the media bookkeeping. Instead, it concerns itself with how the consumer looks at the media world . . . the personal values he gets from media . . . how he uses the media . . . what each means to him."

Mr. Cash explained the techniques used in the study, conducted by Motivation Analysis Inc., independent research firm headed by Dr. Philip Eisenberg. The project was directed by Dr. Leon Arons, TvB research director.

Two networks held meetings of affiliates at Biloxi.

David B. Williams CBS-TV eastern manager of affiliates relations; F. E. Busby, WTVY (TV) Dothan, Ala., and T. B. Lanford, WJTV Jackson, Miss., CBS-TV advisory board director, were hosts at an affiliates' breakfast. They previewed the upcoming CBS-TV program lineup.

Charles Godwin, MBS station relations vice president and Victor C. Diehm, WAZL Hazleton, Pa., representing the affiliates advisory board, said the network plans more and better news programming under the new network ownership.

NBC had a reception suite at the meeting along with several station representatives and programming firms.

Which Radio Stations Make Better Profits?

Independent radio stations show a better profit margin (revenues vs. expenses) than network affiliates but the latter show a higher dollar profit, according to an NAB analysis given delegates at the opening Fall Conference at Biloxi, Miss.

In outlining the results of a sample survey, representing a cross-section of the radio industry, Charles H. Tower, NAB's economist and labor relations manager, found that efficient management is the most important factor in a station's profit position.

Mr. Tower found that such "external factors" as power, affiliation, market size and years on the air make some difference but he added, "Management push can overcome competition and other external elements."

Total station revenue runs about the same whether there are two stations in a market, or seven or more, he said. On the other hand, the dollar profit goes down sharply as the number of stations in a market increases.

The study included 128 stations (both profit and loss outlets) in various sizes of markets.

In comparing network affiliates (NBC, CBS only), Mr. Tower found.

• Affiliates—5.3% profit margin; $12,100 profit.

• All others (independent)—9.2% profit margin; $10,500 profit.

These are median figures.

Stations 30 or more years old showed the highest profit margin, the radio analysis revealed. The breakdown by age of station follows:

• 30 years or older—11.4% profit margin; $22,430 profit yearly.

• 20-30 years—9.9% profit margin, $12,890 profit yearly.

• 10-20 years—6.2% profit margin, $8,930 profit yearly.

• 1-10 years—6.1% profit margin, $6,640 profit yearly.

Profit margin as shown by station power varied sharply, with 10 kw and 50 kw outlets easily leading the field. The average power breakdown follows:

• 250-500 w—9.9% profit margin, $11,300 profit yearly.

• 1 kw—1.9% profit margin, $1,100 profit.

• 5 kw—6.3% profit margin, $13,400 profit.

• 10-50 kw—11.1% profit margin, $40,700 profit.

During separate radio and tv sessions at the Biloxi meeting Mr. Tower led discussions of administrative and management problems. He suggested procedure for purchase of new equipment and explained technological advances. To some extent "the rate of technological change is the measure of the rate of progress of the firm," he said.

NAB Plans Heavy Film Use For Promotion, Orientation

NAB is going into the film-producing business on an extensive basis to promote public understanding of broadcasting.

An 18-minute radio film titled "Hear and Now" was previewed Thursday at the opening NAB Fall Conference in Biloxi, Miss. The documentary traces growth of radio from the crystal set days, recounting memorable moments in radio history such as King Edward VII's abdication speech, the *Hindenburg* crash and President Roosevelt's "Day of Infamy" address.

The film shows how radio participates in community life and describes warning services. Donald N. Martin, NAB public relations assistant to the president, was in overall charge of the project. United Press Movietone News produced and Stan Raiff, of the NAB public relations service, was supervisor. NAB members can buy the film for $35 plus shipping charges, or rent it 10 days for $10 plus shipping charges. John F. Meagher, NAB radio vice president, will show the film at all eight NAB fall conferences.

A film presentation including "The House That Television Built" and "E-Motion" was offered at Biloxi by Television Bureau of Advertising (see page 54).

NAB's Tv Code staff produced a 16-minute 'what-not-to-do" film, a fictional dramatic program including such departures from code standards as illicit sex, undue violence, suicide, eye-opening costuming, cruelty to animals, profanity and many types of advertising abuses. Charles S. Cady, NAB assistant code di-

"Waterloo? Never heard of it. Where's Waterloo?"

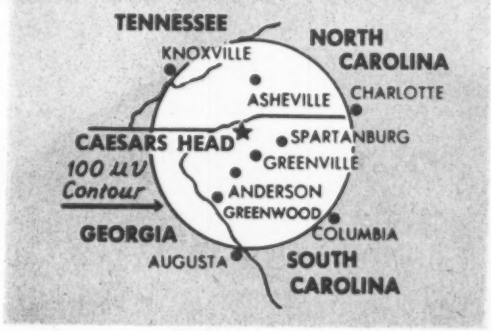
IT PAYS TO KNOW THE ANSWERS

Sometimes what you don't know *can* hurt you. Napoleon never expected his Waterloo; businessmen today also meet their private Waterloos when ill-supplied with information – particularly in the cavalry-swift field of broadcast advertising. But the real strategists among them depend on BROADCASTING for a weekly briefing on everything new in TV and radio. You can find out how helpful this is by taking advantage of an introductory subscription to BROADCASTING – 26 weeks for $3.50. It'll bring you battalions of useful information!

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

"THE GIANT" MOVES UP TO CAESARS HEAD



- **with Maximum Height–2000 Ft. above Average Terrain**
- **with Maximum Power–100 Kilowatts**
- **with Increased Coverage in the**

GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

WFBC-TV has moved its transmitter atop Caesars Head Mountain, where a huge 888-ft. tower gives "The Giant of Southern Skies" a far greater coverage area . . . a greatly expanded market for its advertisers . . . and better reception to additional thousands of viewers in the Station's 4-state coverage area. WFBC-TV's service area is increased by 48% in this move. The tower at Caesars Head is 3,000 ft. above Greenville and Spartanburg, and 1,000 ft. above Asheville. Height above average terrain is now 2,000 ft. (formerly 1,140 ft.). WFBC-TV now has Grade-A coverage in Greenville, Spartanburg and Asheville.

WFBC-TV MARKET DATA

From New Caesars Head Location
(within 100 UV/M Contour)

Population	**2,783,100**
Incomes	**$3,163,844,000**
Retail Sales	**$2,337,504,000**
Television Homes	**523,830**

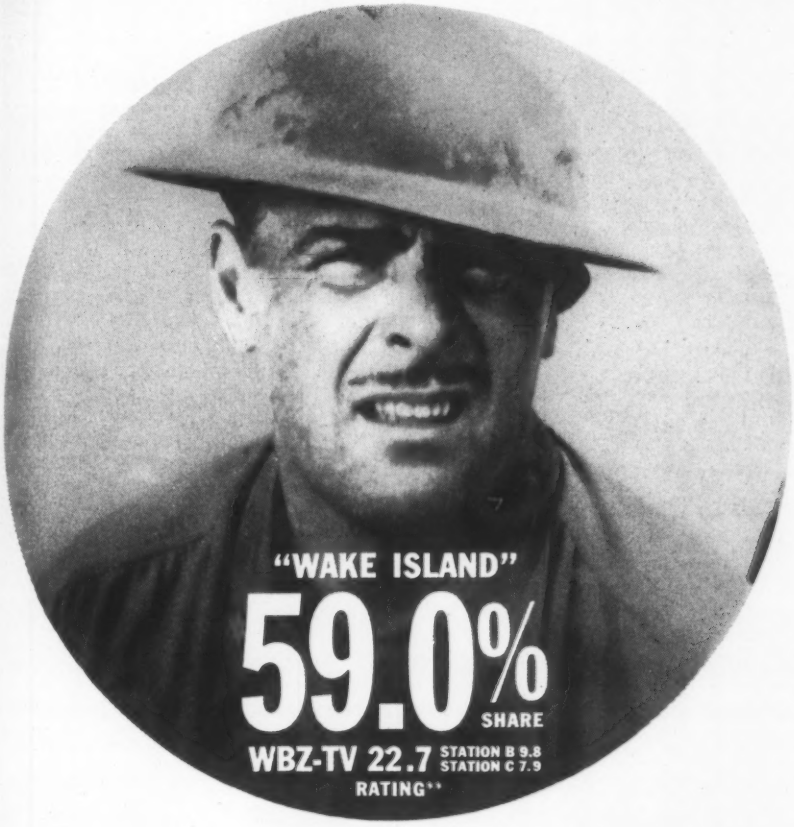
Ask the Station or WEED About WFBC-TV's "Giant Move Upward"

Let us tell you the advantages of our new Caesars Head location, . . . more viewers, better reception, greater dominance in this great 4-state market in the Southeast.

Represented By
WEED TELEVISION CORP.

Channel 4
WFBC-TV
Greenville, South Carolina
NBC NETWORK

PARAMOUNT PICTURES



S RATING POWER-MCA TV

WBZ-TV BOSTON
SEPT. 7 THROUGH 11

*ARB COINCIDENTAL, SEPTEMBER 7, 1:00 PM

**TRENDEX RECALL, SEPTEMBER 7, 10—10:30 PM, SEPTEMBER 11, 11:15 PM

rector, wrote the script. Gene McPherson, WBNS-TV Columbus, Ohio, production director, produced the drama through WBNS-TV facilities.

Another film presented Roger W. Clipp, WFIL-TV Philadelphia, chairman of the NAB Tv Code Board, to the Biloxi tv meeting. Mr. Clipp reminded tv broadcasters they must be vigilant to control commercial practices and avoid excessive crime and violence in programs. "Adherence to the code is good business dollarwise in enhancing the prestige, dignity and respect of the industry," he said.

Edward H. Bronson, Tv Code director, reported that nearly three-fourths of all tv code violations are confined to 15% of the stations. He explained the modified rule on multiple-spotting.

Another NAB film production will come out later in the autumn. It will be a series of 10-second animated spots. A $25,000 appropriation has been made available and production will start soon on a test series of 12 spots. The spots will be released during National Television Week Nov. 16-22.

Finally, NAB is producing a 13½-minute public relations film depicting television's role in community and national life. It is to do the same job for television that "Hear and Now" is doing for radio.

Next on NAB Circuit: Okla. City, Sun Valley

NAB's series of Fall Conferences continue this week with meetings Monday-Tuesday (Sept. 22-23) at the Biltmore Hotel, Oklahoma City, and Thursday-Friday at Challenger Inn, Sun Valley, Idaho.

Programs will follow the pattern set at the Biloxi, Miss., opening meeting last week (see coverage, starting page 54). NAB's 10-man headquarters crew will head discussions of management problems and separate radio-tv panels.

NAB President Harold E. Fellows will head the association's group of specialists who take up employment, public relations, government and other management topics. Dr. Melvin S. Hattwick, advertising director of Continental Oil Co., will deliver the closing luncheon talk at Oklahoma City. William Niskanen, general manager of Pacific Trailways Co., Bend, Ore., will be final speaker at Sun Valley.

A radio sales panel at Oklahoma City will include George W. Bolling, of Bolling Co., station representatives; Grover C. Cobb, KVGB Great Bend, Kan.; Frank S. Lane, KRMG Tulsa, Okla., and Pat Murphy, KCRC Enid, Okla. Robert L. Pratt, KGGF Coffeyville, Kan., will speak on news programming. David M. Siegal, KOSI Denver, will speak on music programming trends and William S. Morgan Jr., KLIF Dallas, will report on the all-industry radio music licensing committee which is negotiating new ASCAP and BMI contracts.

Staff and management problems will include a talk on internal efficiency by Charles Okell, of Charles Bruning Co. Station panelists will be Tom Johnson, KTOK Oklahoma City; Joseph B. Kirby, KFBI Wichita, Kan., and Allan Page, KGWA Enid, Okla.

John F. Meagher and Thad H. Brown Jr., respective radio and tv vice presidents of NAB, will preside at the separate sessions. Keith Culverhouse, assistant sales promotion director of Television Bureau of Advertising, will speak on sales. Edward H. Bronson, NAB tv code director, will lead a code discussion and show a film based on code violations.

A tv program and tv tape discussion will include Eugene Thomas, KETV (TV) Omaha, Neb.; J. C. Richdale Jr., KOTV (TV) Tulsa, Okla., and Willard E. Walbridge, KTRK (TV) Houston. Taking part in a tv cost program will be Dale Larsen, KTVH (TV) Hutchinson, Kan., and William Smellage, WFAA-TV Dallas.

At the Sun Valley meeting a radio music programming session will be addressed by Gordon B. McLendon, KLIF Dallas. Members of a radio sales panel will be Lewis H. Avery, of Avery-Knodel; James M. Brady, KIFI Idaho Falls, Idaho; R. W. Burden, KWIK Pocatello, Idaho, and W. Kimball Ward, KLO Ogden, Utah. Henry H. Fletcher, KSEI Pocatello, Idaho, will discuss news and J. Allen Jensen, KSL Salt Lake City, will review music copyright negotiations.

Panel members at a discussion of staff problems will be Ken Kilmer, KFXD Nampa, Idaho; Del Leeson, KDYL Salt Lake City, and Ken Nybo, KBMY Billings, Mont. Don L. Heller, of Charles Bruning Co., will speak on internal efficiency.

Discussion leaders at a tv sales-program session will be Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; James D. Russell, KKTV (TV) Colorado Springs, Colo., and A. J. Mosby, KMSO-TV Missoula, Mont. Norman E. Cash, president, will present the TvB sales feature.

Tv station administration will be reviewed. Participants in the program include J. W. Wright, KSL-TV Salt Lake City, and Ralph Radetsky, KOA-TV Denver. Douglas A. Anello, NAB chief attorney, will make his first appearance at the fall series, discussing community antenna developments.

Guest speakers at the balance of the regional conferences: William Niscannon, general manager, Pacific Trailways Co., Bend, Ore.; Sept. 30, San Francisco, Charles Stuart Jr., advertising manager, Bank of America, San Francisco; Oct. 17, Minneap-

AN AGENCY JUNKS 'AUTOMATIC BUYING'

The methods of buying broadcast time are due for an overhaul, according to William H. Thomas, radio-tv director of Fitzgerald Adv. Agency, New Orleans.

MR. THOMAS

One of the largest agencies in the South, Fitzgerald is developing ways of replacing "automatic time buying," he told the opening NAB Fall Conference at its Sept. 19 luncheon in Biloxi Miss.

The answer to weakness in the use of rating reports can be found in reliance on long-range depth studies of audience composition and habits, with emphasis placed on trends, Mr. Thomas said, outlining the steps taken this year to improve time buying methods.

Fitzgerald first decided to do a depth study on the impact of a weekly strip placed on a southern station. American Research Bureau was asked to re-process its survey figures to show how often people listened to the strip, when they listened and to break down the audience by age groups and sex.

"We wanted to know if the competition was clobbering us at any point," Mr. Thomas said in explaining the technique. As a result of the trend-depth study the agency dropped the weekly strip and replaced it with two half-hours. "The client was impressed," he said. "We had the answer to the circulation figures that print media always throw at an agency in competition to broadcast sales data."

The agency discussed the technique with other stations carrying the account, asking if they would be willing to pay the cost of ARB breakdowns. All stations agreed to absorb the expense and Fitzgerald now has a fund of helpful information to guide it in efficient purchases of time for the account.

Mr. Thomas proposed an overhauling of station merchandising methods, explaining that a lot of station reports on their promotion merely go into the wastebasket. "Why not do actual research on what your advertisers are doing?" he said, "If such activity is handled correctly it will be of such overall value that in certain instances you will get help from us in an advisory and on occasions in a financial capacity."

He contended many stations "are spinning their wheels" by unplanned, sporadic merchandising and promotion. "Agencies and stations should work out merchandising together," he said.

In discussing schedules, he said, "one of our timebuyers who has been in the midst of several campaigns mentioned that it's very common for schedules to be confirmed with agencies having no resemblance to the order placed."

Mr. Thomas traced 1958 radio-tv advertising trends—spot tv is often on a sold-out basis, including daytime and ID's, spot radio should exceed last year; unsold tv network time is diminishing with unprecedented interest in daytime where rates are attractive; network radio's comeback may be slightly over 1957. He described television as "the No. 1 advertising medium."

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

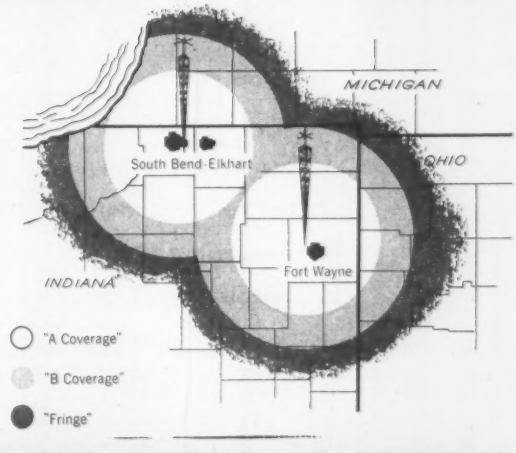
delivers both—

AT A 10% SAVINGS!

YOU NEED TWO GUNS in Indiana!

Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend-Elkhart—with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



call your **H-R** man now!

wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC

olis, J. Cameron Thompson, chairman of board, Northwest Bancorporation, Minneapolis; Oct. 28, Washington, Felix W. Coste, vp-marketing director, Coca-Cola Co., New York. Speakers for Milwaukee (Oct. 14) and Boston (Oct. 20) conferences have not been announced.

BPA Announces 10 New Members

Broadcasters Promotion Assn. added 10 new stations during August, giving it a total of nearly 250 members in 35 states, the District of Columbia and in Canada.

Elliott W. Henry Jr., press and promotion director of ABC Chicago and BPA president, expressed hope that BPA would be represented in all 48 states by the time of the third annual convention-seminar at the Chase Hotel Nov. 16-19. Howard W. Meagle, WWVA Wheeling, W. Va., is working with regional membership chairmen in the current membership drive.

New BPA members are Stan Noyes WOPA Oak Park, Ill.; Bud Wallick, KOLN-TV Lincoln, Neb.; D. J. Maitlen, WESH-TV Daytona Beach, Fla.; George C. Biggar, WLBK De Kalb, Ill.; Richard Stahlberger, WCBS New York; James T. Briggs, KWKH Shreveport, La.; Robert Harris, WSTV Steubenville, Ohio; Melvin L. Stone, WLOB Portland, Ore.; Bob Meister, WBAY Green Bay, Wis.; Charles W. Fenton, Canadian Assn. of Radio & Television Broadcasters, Toronto.

50,000 watts
1130 kc.

Facts Of Broadcasting — DETROIT

In the home of the Automobile . . . .
where advertising people
. . . . know their Market, and
. . . . know their Media
. . . . as well as their Motor Cars . . .

A top national agency's
1958 radio station
Survey has shown . . .
W-CAR with more automobile
advertising than any other
Detroit Area Station.

W-CAR-DETROIT

50,000 watts on 1130 kc.

Ask us or A M Radio Sales for Details

UPCOMING

September

Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel, New York City.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB, regional management conference, Hotel Morain-on-the-Lake, Highland Park, Ill.
Sept. 25-26: RAB, regional management conference, St. Clair Inn & Country Club, St. Clair, Mich.
Sept. 25-26: Washington Assn. of Broadcasters, Winthrop Hotel, Tacoma.
Sept. 25-26: American Management Assn., marketing conference, Hotel Statler, New York.
Sept. 26: Oregon Broadcasters Assn., station managers' meeting, Timberline Lodge, Mt. Hood.
Sept. 26: UPI Broadcasters of Iowa, Hotel Roosevelt, Cedar Rapids.
Sept. 26-27: Mississippi Broadcasters Assn., management conference, U. of Mississippi.
Sept. 26-27: IRE, transmission systems professional group, annual symposium, Hotel Willard, Washington.
Sept. 26-28: AWRT, southern area conference, Columbus, Ga.
Sept. 27: UPI Broadcasters of Illinois, fall meeting, La Salle Hotel, Chicago.
Sept. 27-28: AWRT, southwestern area's fall conference, Western Hills, Fort Worth, Tex.
Sept. 29-30: RAB, regional management conference, Princeton Inn, Princeton, N. J.

October

Oct. 1-2: NAB Tv Code Review Board, Clift Hotel, San Francisco.
Oct. 2: Advertising Research Foundation, fourth annual conference, Waldorf-Astoria Hotel, New York City.
Oct. 3-4: North Dakota Assn. of Broadcasters, Bismarck.
Oct. 3-4: North Dakota AP Broadcasters Assn., annual meeting, Bismarck.
Oct. 3-5: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.
Oct. 5-6: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 5-7: Advertising Federation of America, seventh district convention, Whitley Hotel, Montgomery, Ala.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 8: Connecticut AP Broadcasters Assn., annual meeting, Waverly Inn, Cheshire.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-11: Nebraska AP Radio-TV Assn., annual meeting, Lincoln.
Oct. 11: UPI Broadcasters of Michigan, Hotel Olds, Lansing.
Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13: New York AP Broadcasters Assn. annual meeting, Sheraton-Ten Eyck Hotel, Albany.
Oct. 13: Virginia AP Broadcasters Assn., annual meeting, Hotel Roanoke, Roanoke.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel, Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

CARE

Meticulous attention to detail...essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

OVERSIGHT COMMITTEE GETS BACK TO FCC'S BROADCAST DECISIONS

- **Pittsburgh ch. 4 grant first on tap at hearing Tuesday**
- **Harris wants more information on eight remanded cases**

The House Legislative Oversight Subcommittee will be back in the broadcast business again this week with public hearings beginning tomorrow (Tuesday) on the Pittsburgh ch. 4 comparative tv case.

Originally, five applicants were vying for the coveted facility (Pittsburgh's third commercial vhf). However, by the time the FCC made a final grant, only one applicant remained after a merger between Television City Inc., and the Hearst Corp. [GOVERNMENT, July 29, 1957]. The other three applicants withdrew from the race and were paid $50,000 each by the merged firm for "expenses."

WTAE-TV, which was awarded the channel, went on the air Sept. 14. Affiliated with ABC-TV, the station operates with 100 kw visual and 50 kw aural.

A subcommittee source said the congressional investigators are interested in the role played in the case by former FCC Chairman George C. McConnaughey, both before and after he left the Commission. Mr. McConnaughey left the FCC July 1, 1957, and immediately joined into a law partnership with George Sutton, of counsel for Tv City Inc. Mr. McConnaughey subsequently discontinued his Washington practice to devote full time to his law partnership in Columbus, Ohio.

Rep. Oren Harris (D-Ark.), chairman, said this week he also would look into the problem of several contested cases remanded to the Commission. At the request of the subcommittee the FCC furnished a list of eight such cases remanded since Jan. 1—some of them in effect telling the Commission to investigate itself, a committee spokesman said. He related that a thorough study had failed to reveal a single statute covering such a situation.

The subcommittee will ask the FCC for recommendations on legislation required to cover such remanded cases. The investigators also are interested in determining what the FCC has done and is doing with the returned grants. However, Rep. Harris stressed, no attempt will be made to go into the merits of any of the cases.

The eight cases — all remanded since Jan. 23 of this year—discussed "briefly" by the Commission in its summary to the committee include (1) an am grant in Bradenton, Fla.; (2) the grant of Miami ch. 10 to National Airlines (remand prompted by disclosures made in earlier subcommittee hearings); (3) authority to ch. 20 WJMR-TV New Orleans for experimental operation on New Orleans ch. 12; (4) authorization of a shift in transmitter site by ch. 7 WSPA-TV Spartanburg, S. C. (on the protest of two uhf stations), also

(5) Renewal of license of NBC's WRCV-AM-TV Philadelphia (on a protest raised by Philco Corp.), acquired in a swap of the network's stations in Cleveland for Westinghouse Broadcasting Co.'s Philadelphia outlets; (6) grant of ch. 13 Indianapolis to Crosley Broadcasting Co. (on a protest lodged by losing applicant WIBC Indianapolis); (7) an am grant in Bremen, Ga. (Carroll Case) (in its remand, the court told the FCC it must consider the effect of competition in making a grant), and (8) the grant of ch. 5 Boston to WHDH-*Herald Traveler* (the subject of brief committee hearings last spring).

Other applicants for Pittsburgh ch. 4 were Matta Enterprises (WLOA Braddock, Pa.), Wespen Television Inc. and Irwin Community Television Co. Subcommittee investigators Oliver Eastland and Baron Shacklette spent several weeks looking into the case last spring.

Mr. Eastland will lead off Tuesday's hearing with a report on his investigation (Mr. Shacklette has resigned as the committee's chief investigator). Rep. Harris said it has not been determined what other witnesses would be asked to testify following Mr. Eastland.

He did not rule out the possibility that some of the principals in the Pittsburgh proceedings would testify. The chairman said there are no plans for additional testimony from Mr. McConnaughey, who left the FCC three weeks prior to the ch. 4 grant.

In testimony before the subcommittee last spring, Mr. McConnaughey told of having lunch with Earl F. Reed, president and 15% owner of Tv City Inc., while the ch. 4 case was before the Commission [GOVERNMENT, April 7]. He said he changed the subject of conversation from the contest "as soon as I could."

When the subcommittee announced its schedule of interim hearings last month, it was not expected to reach FCC matters until November [CLOSED CIRCUIT, Sept. 8]. However, matters concerning the Securities & Exchange Commission were disposed of in hearings last week, leaving this week open for the FCC. The sessions will be held in the Public Works Committee hearing room in Room 1304 of the New House Office Bldg.

New Orleans Ch. 12 Applicants Still Stymied on Antenna Rules

Applicants for ch. 12 New Orleans found themselves stymied last week when the FCC denied a joint petition by Oklahoma Television Corp. and Coastal Television Co. for permission to site their proposed antennas at less than the required maximum distances from co-channel and adjacent channel stations.

The denial leaves the two applicants at the mercy of a ruling by the Washington Airspace Panel objecting to an antenna taller than 308 ft. above mean sea level in a narrow segment southeast of New Orleans, which the applicants say would not deliver a city-grade signal to all of New Orleans, as required by FCC regulations.

The applicants originally had asked Airspace for approval of antennas ranging from 1,300-1,500 ft. above sea level using full powers in the area to which the applicants were confined because of the television separation maximums. Airspace turned down these requests in December 1957, suggesting a 308-ft. height in that sector, or a taller tower in the New Orleans "antenna farm" (east-southeast of New Orleans). The applicants asked the FCC to approve this site with 500-ft. antennas, even though it would be almost 30 miles short of the required 190-mile co-channel separation, and about 4.5 miles short of the required 60-mile adjacent channel separation. It was this request that the Commission denied last week.

Objecting to any waiver of mileage requirements were ch. 12 WTVJ (TV) Jackson, Miss., the FCC's Broadcast Bureau and the Assn. of Maximum Service Telecasters.

In other actions in the New Orleans ch. 12 case, the Commission denied a petition by WJMR-TV New Orleans for permission to change from ch. 20 to ch. 12 and a joint petition by WJMR-TV and Oklahoma Television Corp. to defer action on the application of St. Anthony Television Corp. for ch. 11 in Houma, La. The 60-mile adjacent channel separation factor for New Orleans' ch. 12 grantee must be figured from the proposed ch. 11 Houma site.

Amortization of Tv Film Costs Discussed in Talks With IRS

A group representing the Alliance of Independent Tv Film Producers has met with Internal Revenue Service officials to discuss tax problems connected with film making for television. The meeting took place Sept. 9 with Harold T. Swartz, director of the IRS' tax ruling division.

The IRS has already conferred with CBS tax experts, it was understood, and has scheduled a meeting with Screen Gems Inc. officials.

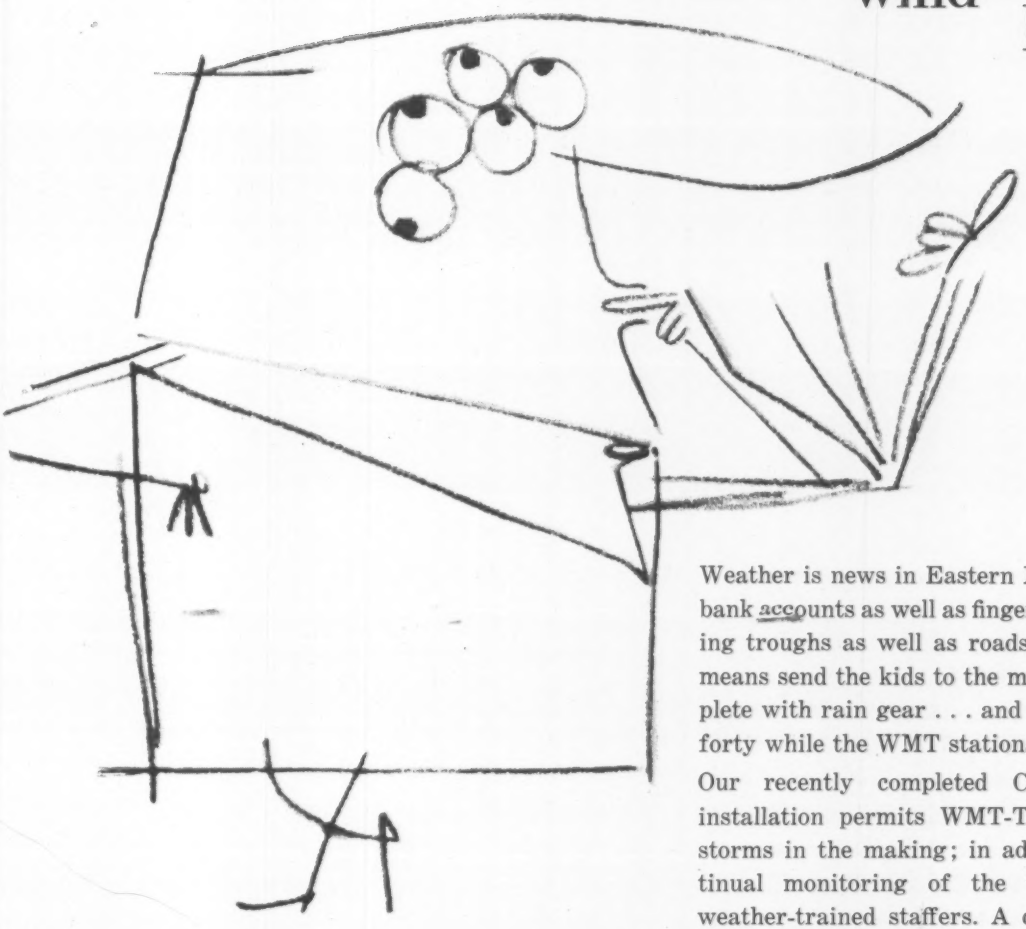
The major question is whether tv film costs should be amortized over a period of years or whether the present practice of cost-recovery should be continued. Under the cost-recovery practice, a film producer reports no income until after the costs of the film are met through rentals. Theatrical film producers use a two-year amortization period.

The meetings have been for the purpose of exploring various facets of the problem and the gathering of information for IRS consideration.

Last July, IRS issued a public notice asking for comments on this question [GOVERNMENT, July 28].

Representing the Alliance at last week's meeting were Maurice Morton, McCadden Productions (who is president of the tv-film organization); Dean F. Johnson, Los Angeles attorney (general counsel to the Alliance); Robert A. Schulman, Washington tax counsel; William Miller, Los Angeles accountant; Julius Lefkowitz, New York accountant, and Adrian W. Dewind, New York attorney.

Which way does the wind blow?



Weather is news in Eastern Iowa, where frost bites bank accounts as well as fingers, and snow clogs feeding troughs as well as roads. "Rain by afternoon" means send the kids to the morning school bus complete with rain gear . . . and make hay in the north forty while the WMT stations shine.

Our recently completed Collins weather radar installation permits WMT-TV camera viewing of storms in the making; in addition, it permits continual monitoring of the weather situation by weather-trained staffers. A direct wire to the Des Moines Weather Bureau serves us and our audiences with complete information on all conditions important to Eastern Iowans. We subscribe to a private weather reporting service whose details are WMTeed six times a day, seven days a week. Special news correspondents throughout Iowa (more than a hundred) frequently call in important or unusual weather news. Three wire services and two picture services provide our News Center with complete national and international coverage which of course includes weather.

Weather reporting is one of the reasons for WMT-TV's dominance of three of Iowa's six largest cities, plus coverage of well over half the tv families in Iowa—and one of the reasons that WMT Radio averages more audience than the combined total of all other radio stations located in our Pulse area.

The WMT Stations
CBS Radio and Television for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency

IKE CONSIDERS SPECTRUM STUDY

The thorny problem of frequency spectrum allocations—involving civilian-military use and what to do about divided control—is being given the highest level consideration by the President and his cabinet.

It was ascertained authoritatively last week that President Eisenhower had the allocations issue presented to the cabinet prior to his Newport vacation. It was at this meeting that the decision presumably was reached to appoint a five-man presidential commission to undertake a spectrum analysis, along with recommendations as to a solution of the divided control problem.

Under existing law, the President allocates spectrum space to government services, with the military the preponderant user, while the FCC handles all other allocations. The only coordination between the two is through the Interdepartmental Radio Advisory Committee, made up entirely of government personnel and dominated by the military.

Simultaneously, the board of the Electronic Industries Assn., meeting in San Francisco last week, adopted a resolution affirming its previous position advocating a study of the radio spectrum and the appointment of a commission to do so. The board instructed its Special Spectrum Study Committee to notify all federal agencies of its resolution. This committee is chairmanned by H. Leslie Hoffman, Hoffman Electronics Inc., Los Angeles, and a former EIA president.

It was learned that the spectrum committee had met with representatives of the broadcast industry earlier in the week to exchange views. Representing broadcasters were Thad H. Brown and A. Prose Walker, NAB; William Lodge, CBS; Philip Siling, NBC-RCA, and Harry Jacobs, ABC.

Although EIA made no reference to just how the study should be made, or who should appoint a commission, it feels that a study should be initiated under any auspices, David R. Hull, EIA president said last week. He said the meeting with broadcast representatives had been fruitful, and that both broadcasters and manufacturers now understood their respective positions. Mr. Hull is a vice president of Raytheon Manufacturing Corp.

EIA originally urged a high level spectrum study, but this was sidetracked when the Senate adopted the Potter Resolution (SJ Res 106) prior to adjournment last month. With the adjournment of Congress without taking final action on this resolution, interest in the presidential commission was revived.

While confidence was expressed in certain industry quarters that the presidential commission would be appointed, probably within the next fortnight, there developed last weekend the report that no formal announcement of action would be made. Instead there was the view from usually well-informed quarters that the President would designate a committee of both civilian and military experts to conduct a study and submit recommendations to the President within six months.

Presumably the latter approach would placate Congress, which had manifested interest in an overall spectrum study and which feels that allocations constitute a legislative rather than an executive problem.

The Potter Resolution was killed in the House largely because of protests from television broadcasters after the measure had been radically revised to shift the study from a pure analysis of usage to one going into the administration of the spectrum and with emphasis on use being made by private rather than government agencies. The military had strenuously opposed the Potter Resolution in its original form but offered no objection to the revised measure, amendments to which were suggested by the Office of Civil Defense and Mobilization with the endorsement of President Eisenhower [GOVERNMENT, Aug. 4].

It is expected that the Potter Resolution will be revived at the new session of Congress convening in January. This may be in amended form. Suggestions that the study be undertaken by a joint congressional committee, because of its importance, have been well received by members of both Senate and House identified with communications legislation.

"You Keep Saturday For Sunday?"

. . . That's a question often asked of Seventh-day Adventists because they observe the seventh day of the week, Saturday, as the Christian Sabbath, or the Lord's Day.

To help you in interpreting this practice to your listeners on occasion, here are some useful facts:

1. Adventists do not observe the Sabbath "in place of Sunday" but rather as "the original," following what they believe to be the example and precept of Christ and the apostles. It is also the specific admonition of the fourth commandment, was instituted in the beginning as a memorial of God's creatorship of this world.
2. Adventists point out that Sunday observance became a church practice only after apostolic times, and thus has the sanction of tradition but not of Scripture.
3. Adventists sincerely respect the right of others to choose to observe Sunday, asking only that this religious practice not be imposed on the general community by law or economic pressures.
4. Observed from sunset Friday to sunset Saturday, the Sabbath involves more than church attendance. All its hours are reserved for Christian devotion and service, laying routine employment aside.
5. Emphasizing obedience to divine law as the result of divine grace in the heart, observance of the Sabbath is a weekly reminder of essential attributes of good citizenship—respect for law and order, dedication to the service of fellow men.

For a free booklet entitled "You Keep Saturday for Sunday," or for other information about Seventh-day Adventists, write:

Seventh-day Adventist Information Services

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV!

LINCOLN A-Z ARB SURVEY
JANUARY, 1958

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	**29%**	**48%**
Station B	21	19
Station C	16	13
Station D	4	9

No matter how you slice it in Nebraska, you'll still come up with only two big TV markets. One is Omaha, the other is Lincoln-Land.

To cover Omaha, obviously, you need an Omaha TV station. To cover Lincoln-Land — 232,397 TV families and 69 counties — you need KOLN-TV. No other station fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV— the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BAKER, PORTER TILT AT HEARING

- **Stern bans exchange from ch. 10 rehearing record**
- **Whiteside set to appear in proceeding's third week**

A truculent G. T. Baker, president of National Airlines, traded verbal blows last Thursday with Paul A. Porter, attorney for A. Frank Katzentine (WKAT Miami), one of the losers in the Miami ch. 10 hearing and whose affidavit is acknowledged to have triggered the Miami scandal.

The encounter took place when Mr. Porter was cross-examining Mr. Baker in the second week of the remanded ch. 10 hearing. Mr. Porter was attempting to elicit from Mr. Baker why he went to see Thurman A. Whiteside, Miami attorney, in an attempt to retain him in the tv case although the FCC record was closed.

Bristling at Mr. Porter's questions, Mr. Baker lashed out by stating he went to see Mr. Whiteside because he couldn't get Mr. Porter. He asserted he thought of Mr. Porter because the Washington lawyer and former FCC chairman had solicited National Airlines' business. When Mr. Porter began to demur, Mr. Baker rushed on saying Mr. Porter had taken him to lunch—at the Colony (Washington) and the Little Palm Club (presumably in Miami).

The by now furious Mr. Porter demanded that Mr. Baker's remarks be "expunged" from the record as "gratuitous and false."

Judge Horace Stern, retired Pennsylvania Supreme Court chief justice and presiding at the remanded trial as a special FCC hearing examiner, ordered the remarks stricken from the record.

The flareup occurred within a few minutes after another encounter between the witness and the attorney for WKAT Inc. This was when Mr. Porter read from a statement by Sen. George A. Smathers (D-Fla.) to the House Legislative Oversight Committee. This recounted that Mr. Baker had been so "overbearing" in his office that the senator had ordered him to leave.

"That's a lie," Mr. Baker shouted. The National Airlines' president said Sen. Smathers "put out" the statement after he, Mr. Baker, had said that the senator was afraid to appear before the House committee and should resign because of his "conniving" in the Miami ch. 10 case.

Mr. Porter denounced the statement as "shotgun, blunderbuss dissemination of general rumors." Judge Stern ordered this angry colloquy also stricken from the record.

Mr. Baker was the third of four witnesses for the second week of the Miami ch. 10 rehearing. Earlier in the week Judge Robert H. Anderson and Charles F. Shelden testified.

On Friday, Paul R. Scott, general counsel for National Airlines, was scheduled to testify.

The key witness—Thurman A. Whiteside—was scheduled to appear today (Sept. 22) and tomorrow.

The hearings are being held after the Miami ch. 10 case was remanded by the U.S. Court of Appeals to determine whether former Comr. Richard A. Mack should have voted in the final decision and whether there were improprieties by any applicants in making private representations to FCC commissioners.

Mr. Mack resigned after the House committee disclosed that Mr. Whiteside had made loans to Mr. Mack over the years. It was also developed that Mr. Whiteside had been approached by National Airlines, but had refused to become an attorney of record. He had, it was alleged, offered to help National by seeing his long-time friend, Mr. Mack. It was shown also that Mr. Mack was approached in behalf of Mr. Katzentine.

As the hearings resumed last Tuesday, Judge Stern asked counsel what their feelings were about his relationship to Henry J. Friendly, vice president and general counsel of Pan American World Airways. Pan American and National Airlines announced a stock exchange transaction two weeks ago and the fact that Mr. Friendly was Judge Stern's son-in-law had been formally made part of the record [GOVERNMENT, Sept. 15].

Edgar W. Holtz, associate FCC general counsel, read a statement in behalf of all counsel and parties entreating Judge Stern to continue and expressing the "most complete confidence" in the judge's integrity. Visibly moved, Judge Stern acquiesced.

Judge Anderson testified that he had been asked by his law partner, Mr. Scott, to recommend a Miami lawyer who knew Mr. Mack. Judge Anderson (he is now judge of the Dade County circuit court), said he suggested Mr. Whiteside. Mr. Anderson said Mr. Scott told him that other applicants, notably Mr. Katzentine, were trying to bring political pressures to bear. The Miami judge said he understood that Mr. Whiteside's retainer was to be in the form of a "defensive" move. He said he was informed that Mr. Whiteside declared he could not serve as counsel of record, but that he would be glad to do anything he could out of friendship for Judge Anderson.

Judge Anderson also said he had the impression that it was not improper for a third party to see an administrative agency commissioner.

Mr. Shelden, a Miami insurance executive, told the story as he knew it of Mr. Mack's one-sixth interest in the Stembler-Shelden Insurance Agency. This came about in 1954, Mr. Shelden testified, when the G. C. Stembler agency was merged with Mr. Shelden's firm. The Stembler firm was controlled by Mr. Whiteside, he said—who owned one-third of it outright and was trustee for the other two-thirds. After the merger, the Stembler-Shelden firm was owned by Mr. Shelden, Mr. Whiteside and W. Y. Stembler, son of the deceased G. C. Stembler. However, one-half of W. Y. Stembler's stock was owned by Mr. Mack, Mr. Shelden said.

He also recounted that disbursements amounting to over $10,000 had been paid to Mr. Mack on orders of Mr. Whiteside. Mr. Whiteside controlled certain accounts, Mr. Shelden said, and instructed that 50% of the commission on these accounts be paid to Mr. Mack.

Later on Andar Inc. was established, with Mr. Mack as sole stockholder. The monies heretofore sent directly to Mr. Mack were transmitted to Andar Inc., Mr. Shelden said.

At one point, when asked what benefit Mr. Mack brought to the firm, Mr. Shelden said he helped bring some accounts in. He also stated that there was talk then of some day running Mr. Mack for governor of Florida.

Mr. Shelden also testified that when Mr. Whiteside entered his firm, Mr. Katzentine threatened to cancel his business insurance with Mr. Shelden on the ground that Mr. Whiteside was intervening on National Airlines' behalf in the Miami ch. 10 case. Mr. Shelden said he told Mr. Whiteside this and Mr. Whiteside told him to "mind your own business." Mr. Katzentine subsequently canceled his insurance with the Shelden firm.

Mr. Shelden said he had a hazy recollection that he had arranged a luncheon for himself, Mr. Whiteside and Mr. Baker at the Miami Club in Miami. He said he had searched the guest list of the club and had failed to find any signatures indicating that the luncheon had taken place.

During cross-examination, Mr. Shelden professed that his company's books were in the hands of the grand jury and impounded by the court. Robert A. Bicks, Dept. of Justice representative at the hearing, informed the presiding officer that Mr. Shelden had made copies of this material. Mr. Shelden acknowledged that this was so.

At the present time the Stembler-Shelden agency carries the National Airlines' tv station insurance, amounting to about $15,000 yearly in premiums. Mr. Shelden explained that he was a close friend of Mr. Baker and that he had bid against and "beaten" other insurance agents for the business.

Mr. Baker, an impatient and brusque witness, testified that Mr. Scott suggested that National Airlines employ a local attorney to lend "local flavor" to its application and so Mr. Mack would know that "we're all right people." Mr. Scott reported that Judge Anderson recommended Mr. Whiteside, Mr. Baker stated, and when Mr. Scott reported that Mr. Whiteside declined to become associated, that he himself went to see the Miami attorney. Mr. Whiteside said he was too busy to take on the case, Mr. Baker said, and that was the end of that as far as he (Mr. Baker) was concerned. He added that he didn't know "Mack from Adam."

Faced with the purported offer of Mr. Whiteside to help, Mr. Baker said he brushed off this offer. "I've been told by thousands of Florida politicans that they'll help, but they never do. They hide behind stumps . . .", Mr. Baker interjected. Anything Mr. Whiteside did, Mr. Baker said, he did on his own, not at National's direction.

Mr. Baker emphatically refused to agree that he had had lunch with Mr. Whiteside and Mr. Shelden at the Miami Club.

Mr. Baker expressed surprise when shown

a handwritten note from a Paul Goldsborough, then with Aeronautical Radio Inc., to former Comr. Edward M. Webster, praising Mr. Baker and National and urging consideration for National's application. He said he had not known about this. The letter bore a penciled notation that it had been associated with the public docket in the case.

Another wrangle developed among attorneys when Mr. Porter, A. Harry Becker, representing North Dade Video Inc., and Paul M. Segal, representing L. B. Wilson Inc., urged that a "Fact Sheet" issued by Communications Counselors Inc., a McCann-Erickson public relations subsidiary, be placed in the record and that its distribution be also placed on record. Norman A. Jorgensen, attorney for National Airlines, objected. Mr. Baker said McCann-Erickson handled National Airlines' publicity, but said he knew nothing about the so-called "Fact Sheet." Judge Stern ruled that the matter was not relevant to the issues in the case.

Two Terre Haute Applications Put in Consolidated Hearing

The existing license of an Indiana television station was designated by the FCC last week for consolidated hearing along with a new application for the station's ch. 10 facility.

Both WTHI-TV Terre Haute, Ind., and Livesay Broadcasting Co., the new applicant, waived their rights to object to each other's applications so the hearing may be expedited.

WTHI-TV, although now on ch. 10, is an applicant for Terre Haute ch. 2 in contest with Illiana Telecasting Corp. The FCC several times has continued proceedings in the ch. 2 contest at the joint requests of WTHI-TV and Illiana while the two discussed such things as the possibility of a merger for operation of ch. 2, the effect of the Livesay application for ch. 10 on both ch. 2 contestants and the fact that Illiana, according to the latest request made Sept. 2, is considering amending to specify another channel instead of ch. 2

J. R. Livesay, president of WLBH-AM-FM Mattoon and WHOW Clinton, both Illinois, and other principals in the stations, are principals in Livesay Broadcasting.

1550 kc Applicant Asks Hearing

Mitchell Melof last Monday asked the FCC to set a comparative hearing for the am frequency for which he is applying at Smyrna, Ga. (1550 kc, 10 kw day), with the pending, uncontested application of Robert A. Corley for 1570 kc, 1 kw, at College Park, Ga.

Mr. Melof said the FCC effective last week (Sept. 15) lifted the ban on Class II stations on 1550 kc after nearly eight years during which it has been considering the Daytime Skywave proceedings. Since interference will result from grants both to him and to Mr. Corley, Mr. Melof said, he feels the FCC's regular cutoff date should not be applied to the Corley application because of the lifting of the FCC ban on Class II stations.

WAKR Akron Denies Rival Outlets' Charge

WAKR Akron last week formerly replied to charges by competitors WCUE and WADC Akron that WAKR used the columns of the *Akron Beacon Journal,* with which it is affiliated, to circulate "false and misleading information" about its listenership in comparison with other Akron stations [STATIONS, Sept. 15, 8]. Charges made to the FCC by WCUE and WADC "are entirely unfounded and are in no way substantiated by the true facts," WAKR told the Commission.

The WAKR reply followed a third and similar complaint to the FCC by WHKK Akron.

WAKR said the controversial report on WAKR audience in the *Beacon Journal* was "basically correct" and charges that the station received favorable treatment from the newspaper are "untrue." The story merely reported WAKR's "recently announced lead in share of audience in the nation, also on its popularity in Akron, as shown by the latest Pulse and Hooper surveys," WAKR said.

WAKR said if the complaining stations feel "disparagement," it results from the "leading position of WAKR" as shown by rating service surveys. The station acknowledged that the newspaper writer inadvertently misinterpreted a "small portion" of the survey data and that a Nielsen survey was erroneously included as a statistical source when it should not have been. The *Beacon Journal* ran a correction two days later, WAKR said.

Charges that the *Beacon Journal* uses its facilities to promote WAKR are "untrue and unfounded," WAKR said, and though the *Beacon Journal* owns stock in WAKR, it is a minority holding, and the newspaper in no way controls WAKR, the station said.

WAKR questioned the "good faith" of the WCUE and WADC complaints, saying they were publicized before they were received by the FCC, and said there also is a question of whether the two stations are trying to create doubt about the Hooper and Pulse surveys.

WAKR submitted what it claimed to be transcripts from announcements on WCUE which were "damaging" to WAKR and the survey companies. The station charged WCUE with circulating "falsified" facts to advertisers and listeners on its audience.

WAKR also enclosed reproductions of letters from Pulse stating that the station had the highest share-of-audience for Monday-Friday in the top 50 markets; a higher share of audience from 6 a.m. to midnight than all other Akron stations combined, and the largest adult audience of Akron radio stations. A similar Hooper letter claimed a special June survey showed WAKR with 53% of the audience from 7 a.m.-10:30 p.m. and 80% of the audience during one early morning newscast in the 6:30-7 a.m. Monday-Friday period. The Hooper letter also claimed WAKR had a higher share of audience Monday-Friday from 7 a.m.-noon, noon-6 p.m. and 6-10:30 p.m. than the other three Akron stations combined.

WAKR President S. Bernard Berk also took notice of WHKK's complaint, charging the WHKK letter was written after the newspaper had corrected its story and that WHKK must have known of the corrected article.

WHKK in its complaint said WAKR and the *Beacon Journal* share equally in promulgating "false and misleading information" and questioned whether WAKR, by thus "derogating" the three other Akron stations, "is operating in the public interest by doing so." WHKK, in a letter to Hooper, pointed out what it felt were "deliberate" falsities of Hooper data and demanded that Hooper "indicate the falsity of the WAKR claims, and their misuse of your service."

FCC Employes Given Awards For Sleuthing Sputnik Hoax

Six FCC employes in the Los Angeles area have received citations and cash from the government for their work in locating a hidden transmitter which three men used to perpetrate a hoax last December.

The transmitter was on the same frequency as that occupied by a Russian sputnik and messages were transmitted which were claimed to be from the satellite. The men spent "every waking hour" during the Christmas holidays monitoring the transmitter and finally located it in nearby Angeles National Forest. Three electronics engineers operating it were arrested and fined.

The FCC men honored: Bernard H. Linden, engineer in charge of the 11th FCC District; Robert J. Stratton, assistant engineer in charge; Walter W. Wallace, John P. Kemper and Harry F. Barnard, electronics engineers, and George E. Dillon, engineering aide at the FCC's Santa Ana monitoring station.

Tv Cancellation Made Final

The FCC last week gave notice that a June 26 initial decision—denying Wrather-Alvarez Broadcasting Inc. (now Marietta Investment Corp.) extension of time to construct KYAT (TV) Yuma, Ariz. (ch. 13)—became effective Aug. 15 under FCC rules. The joint initial decision was issued by FCC Hearing Examiners James D. Cunningham and Herbert Sharfman [GOVERNMENT, July 7].

No exceptions were filed to the initial decision and its effect was not delayed, but the FCC did not issue its notice until last week because of the volume of other business to be handled upon its return from August vacation. The hearing examiners had opined that the permittee (which received its construction permit Jan. 25, 1956) appeared to have been engaged in "holding operations" awaiting the outcome of rulemaking to move ch. 13 to El Centro, Calif.

WCIA (TV) Cautioned on Opinion

The FCC wrote WCIA (TV) Champaign, Ill., last week that the station violated the Commission's standards for editorializing in reporting on the subscription tv question last January and February. As the FCC has written other tv stations, however, the station was told that it has not been otherwise remiss and that no action against WCIA is warranted.

Pre-Hearing Findings Questioned by Court

The FCC's post-war policy of determining the financial qualifications of applicants in a comparative case before the hearing is held was shaken last week in a decision by the U. S. Appeals Court for the District of Columbia which remanded the grant of ch. 13 at Biloxi, Miss., to Radio Associates Inc.

The court agreed with an appeal by the losing applicant for ch. 13, WLOX Biloxi, that a minority stockholder (1½%) in Radio Associates actually is a "principal" in the firm because it is dependent on a loan from him for financing construction and first year's operation. Edward Ball, the stockholder, is a principal, the court said, because he agreed to make the necessary loan for maturity in two years and with 55% of the firm's stock as collateral. Mr. Ball, the court said, not only would be able to dictate the manner of operating the proposed station, but also "can and probably will" gain control of Radio Associates because of the large amount of the loan and the shortness of maturity (two years).

In an unsolicited opinion, the court said the FCC erred in finding Radio Associates financially qualified, even though WLOX neither pointed out nor relied on the error.

The court criticized the FCC's finding, before hearing, that both applicants were financially qualified, and said: "We think the issue should have been added, heard, considered and determined, despite the Commission's prehearing finding that each applicant was financially qualified."

The order added that the FCC made no findings of basic fact from which it concluded Radio Associates was financially qualified. The appeals court decided in a case in 1938 that the FCC should make such findings to enable the reviewing court to determine whether its conclusion is supported sufficiently, the court said, adding: "We should not have to comb the record, as we have done here, to attempt to learn the basic facts." Besides setting aside the FCC's August 1957 grant of ch. 13, the court also set aside the FCC's order of January 1954 finding the applicants financially qualified.

The court decision's immediate effect last week was to raise the question of whether the FCC will have to overhaul its policy of deciding beforehand on legal, financial or technical qualifications to expedite the hearing procedure.

Appeals Backs FCC at Norfolk

The U. S. Court of appeals last week upheld the FCC's grant of ch. 10 in Norfolk, Va., to WAVY-TV, denying an appeal by losing applicant Beachview Broadcasting Corp.

Educators Want Savannah Ch. 9

The Georgia Board of Education last week informed the FCC it is applying for reserved educational ch. 9 at Savannah, specifying a transmitter site 30 miles west and slightly north of the city. The board said the proposed site would conflict with the minimum 190-mile separation requirement *vis-a-vis* proposals by WRBL-TV (ch. 4) and WTVM (TV) (ch. 28) Columbus, Ga., under an FCC rulemaking now being considered, to operate on chs. 3 and 9, respectively, from a common antenna site. The board said it is willing to "sit down and discuss" some plan to keep Columbus from being made an all-uhf city.

CRUCIAL DATES

The FCC last week announced the dates which will make up the composite week for its program log analyses for renewal applications of all am, fm and tv stations whose licenses expire in 1959. All dates are in 1958 except Sunday, which is in 1957. Licensees also were reminded that they may submit additional program data if they wish or if they feel statistics for the FCC composite week do not fairly reflect program service rendered. The dates: Monday, Jan. 20, 1958; Tuesday, March 18, 1958; Wednesday, April 9, 1958; Thursday, May 15, 1958; Friday, July 25, 1958; Saturday, Sept. 13, 1958; Sunday, Nov. 17, 1957.

FCC Denies WSLA (TV) Changes

The FCC has denied the application of ch. 8 WSLA (TV) Selma, Ala., to modify its construction permit to move its transmitter site, newly specify its main studio site, increase power and height of antenna. An initial decision in late 1956 had looked toward this action; Comr. John Cross did not participate. WSLA had requested to move its transmitter site to a location 50 miles from Selma and 25 miles from Montgomery, and specify the main studio site one-half mile from the city boundary of Selma. The request in antenna height was from 387 feet to 1,993 feet, and the increase in power from 2.51 kw to 316 kw.

U.S.-Mexican Uhf Limits Set

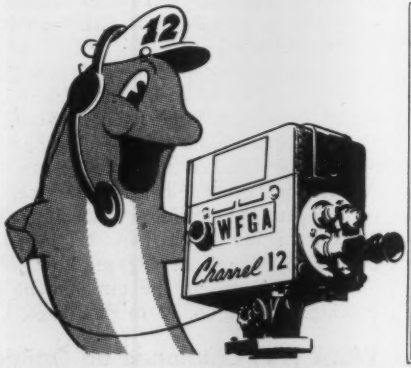
A formal agreement between the U.S. and Mexico on the allocation of uhf channels within 200 miles of the U.S.-Mexican border has been signed and became effective July 16, the FCC said this month. Negotiations were held last November in Washington. The plan was inaugurated to eliminate possibility of interference in the use of uhfs and contains tv channel assignments (chs. 14-83) for 60 Mexican and 83 U.S. communities, but will not affect any existing uhf operation in the U.S. Mexico heretofore has had no specific plan for uhf. The two countries agreed on a vhf allocation plan for the border in 1952.

Keep U Radiation Limit—EIA

Electronics Industries Assn. has asked the FCC to continue indefinitely its present authorized field strength limits for oscillator radiation from uhf tv receivers. Reduction of intensity in uhf sets from 1000 uv/meter at 100 feet to 500 uv/meter is scheduled to go into effect next Jan. 1. EIA

"JAXIE" WELCOMES PABST BREWING COMPANY TO WFGA-TV

The Pabst Brewing Company has joined the Honor Roll of Prestige Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter million Florida-Georgia TV homes. "Highway Patrol", with Broderick Crawford, is being sponsored by Pabst from 9:00 to 9:30 PM on Wednesdays. This top rated show in prime time—combined with WFGA-TV coverage of 64 counties—provides Pabst Brewing Company with unbeatable selling power.

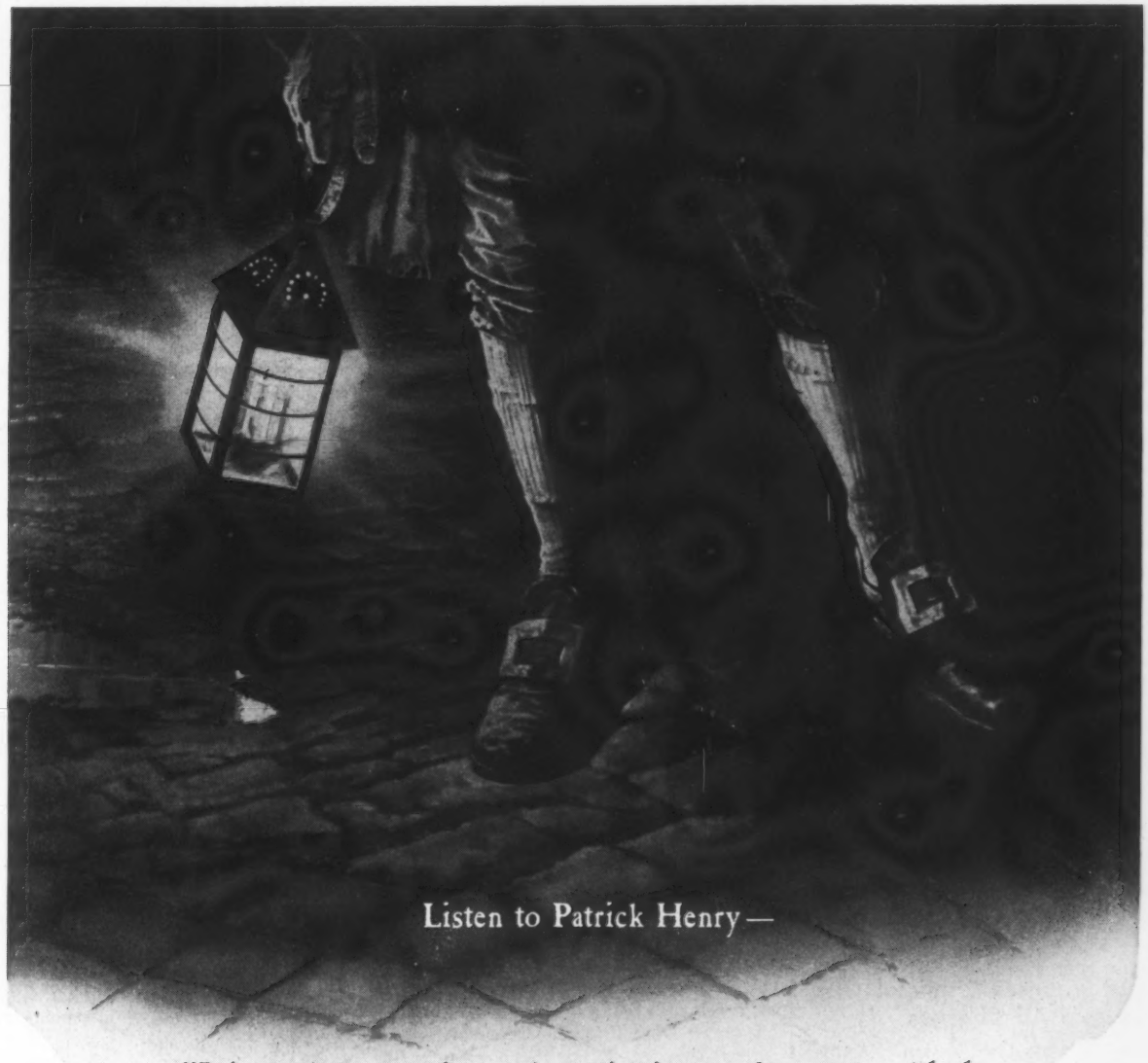


Better take another look at the highly competitive Jacksonville television market. Jacksonville is no longer a One Station market, and the April, 1958, Pulse named WFGA-TV Jacksonville's Number One Station. For more information, call Ralph Nimmons in Jacksonville at ELgin 6-3381, or contact your nearest P.G.W. representative. NBC—ABC.

Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12 Jacksonville, Florida

FLORIDA'S COLORFUL STATION



"I have but one lamp by which my feet are guided, and that is the lamp of experience."

There can never be another station in Tidewater, Va., with the length of priceless experience that WTAR can give you. For WTAR is the oldest radio station in the nation's oldest state. This is one of the reasons why the voice of WTAR is the most influential voice in Tidewater*.

Our 35th Anniversary

WTAR RADIO

790 KILOCYCLES • CBS NETWORK

First in Virginia

Business Offices and Studios in Norfolk
President and General Manager—Campbell Arnoux
Vice President for Sales—Robert M. Lambe
Vice President for Operations—John Peffer

*TIDEWTAR is a better way to spell it . . . and sell it—the great Norfolk-Newport News market, largest metro area population in state, 6th in South, 27th in U. S.

said the present standard cannot be improved on a realistic basis until economics allow the use of a tuned RF stage in uhf tuners. To raise the standard may result in increased cost of uhf sets or discontinuance of their manufacture by some set makers, EIA said.

FCBA Says FCC Should Seek Laws Against 'Strike' Filings

The Federal Communications Bar Assn. told the FCC last week that if it really wanted to correct the abuses that have become apparent because of "strike" applications resulting in pay offs it ought to ask Congress to legislate the practice as a felony.

Congress should provide that any applicant who files without a "bona fide intention of building and operating the facility" for which application is made would be liable to prosecution.

The FCC last July issued a notice of proposed rule-making proposing to change its rules to provide that where a case is designated for hearing and one or more applicants drop out after being recompensed for expenses or after a merger agreement is reached all such applications will be dismissed with prejudice.

The FCBA said it was in "complete" accord with objectives of the FCC, but felt that the proposals do not strike at the root of the abuses. They are not sufficiently drastic, FCBA said, and they are not applicable to situations other than adversary proceedings or where private agreements are made before designation of hearing. FCBA also said that they would prevent settlement of litigation involving no abuses. Comments on the FCC's proposal are due Sept. 26.

Examiner Proposes Dismissal Of Insurance Ad Charges

A Federal Trade Commission examiner has issued an initial decision which would dismiss false advertising charges against six health and accident insurance companies. He said that the FTC had no jurisdiction since the U. S. Supreme Court on June 30 ruled that FTC is prohibited from regulating insurance companies within states having statutes for insurance regulation.

Companies involved: United Insurance Co., Evanston, Ill.; Washington National Insurance Co., Evanston, Ill.; Massachusetts Bonding & Insurance Co., Boston, Mass.; Lumberman's Mutual Casualty Co., Chicago, Ill.; American Casualty Co., Reading. Pa., and Mutual Life Insurance Co. of N. Y., New York.

Three More Oppose WU Rate Hike

The FCC was asked last week by NAB, American Newspaper Publishers Assn. and United Press International to suspend increases in rates for leased teleprinter service, scheduled by Western Union and American Telephone & Telegraph Co. to go into effect Oct. 1. Both NAB and ANPA asked for hearings, holding that the rate boosts averaging 25% might cause many small radio stations and small dailies, respectively, to eliminate or curtail their news services.

RADIO-TV REFORM ON BONN AGENDA

The multi-corporate structure of German radio-tv apparently has given way to intrastate battling for federal support, causing many an anxious moment among Bonn parliamentarians, it has been reported in the West German capital.

The trouble, Bonn says, can be traced to the reorganization under Allied Powers of the former Third Reich broadcasting properties. French officials set up in their zone S.W. German Radio in Baden-Baden; the British in Hamburg established N.W. German Radio which later was split up into N. German Radio (Hamburg) and W. German Radio (Cologne); in Bavaria, the American forces set up Radio Bavaria (Munich) and later the Hessian Network (Frankfurt) and S. German Radio (Stuttgart). Still later, the American occupation enclave in Bremen-Bremerhaven turned over Radio Bremen to Bonn; in Berlin, Radio in the American Sector (RIAS) likewise was turned over to German authorities and with the return of the Saar to the W. German government, Radio Saarland went on the air at Saarbrucken.

After the post-war Wave Length Conference in Copenhagen, these groups were more or less forced to engage in costly uhf development, complicated further still by the introduction of television. The 15 million radio sets in West Germany are distributed among coverage areas this way: W. German, 4.2 million; N. German, 2.9 million; Bavaria, 2.4 million; S.W. German, 1.5 million; Hessian, 1.3 million; S. German, 1.2 million; Berlin, 825,000; Saarland, 250,000, and Bremen, 200,000.

Comments a Bonn official: "In view of the different sizes [of broadcasting corporations] it is not to be wondered that the smaller among them have for some time now endeavored to obtain subsidies from the larger ones. Such subsidies were, in fact, granted, but proved inadequate, and this is one of the reasons for a growing criticism of the present kind of collaboration among the nine groups." Not only, says this government spokesman, have the nine organizations failed to integrate radio and tv programming through "adequate coordination and exchange," but they have failed to upgrade programming for "listeners with high quality demands."

The dilemma is that the separate German states claim jurisdiction over both "organizational and cultural aspects of broadcasting." However, the Bonn source notes, there's a growing feeling that reorganization of broadcasting within the Republic will probably have to be achieved by the present federal parliament, in any case before the summer of 1961.

Frenchmen Hungry for Tv News, Dempsey of KPIX (TV) Reports

Television programming in France is more sophisticated than in America, but Frenchmen are being short-changed on news, William Dempsey, program manager of KPIX (TV) San Francisco, reports on his return from Europe. Mr. Dempsey led a three-man team from KPIX participating in a grass-roots cultural exchange with Radiodiffusion Television Francaise.

Mr. Dempsey observed that French television, "equivalent in scope to one of our major networks," is noncommercial, being supported solely by an $11 annual set tax. The tax is based on 800,000 licensed tv sets in France—"fewer than in a city the size of St. Louis." With the tax revenue, RTF telecasts major dramatic shows, panel programs, quizzes, news and sportscasts. Mr. Dempsey found that many French broadcasters believe subscription tv to be the answer to their financial problems. Reporters interviewing him in France were surprised to learn the failure of the Bartlesville wire tv experiment [PROGRAM SERVICES, May 26].

French tv programming tends toward classical drama, Mr. Dempsey reports, resulting in more sophisticated offerings than found on American channels. But a system whereby Frenchmen can dial a telephone number to hear a sponsored news capsule, plus the fact that crowds gather around tv sets in appliance stores showing newscasts, leads Mr. Dempsey to the conclusion that French radio-tv is not adequately supplying the public with news.

A French-dubbed episode of *Adventures in Numbers and Space* from Westinghouse's public service series featuring Bil Baird's marionettes was presented to the French and Belgian government-owned tv systems by the KPIX staffers.

Mr. Dempsey was accompanied on his tour by Al Baccari Jr., publicity-public relations director; and Pete Abenheim, children's talent director.

Total Radio Homes Almost Doubled In 12 Years—Canadian BAB Study

A study of Canadian radio rate and circulation trends on independent radio stations from 1946 to 1958 shows that the number of radio homes has increased in this period from 2,214,300 to 3,955,000. The number of radio stations has increased from 99 to 174. The average cost of one minute spot announcements on all stations has increased from $7.04 to $10.94.

The study, made by the Broadcast Advertising Bureau of the Canadian Assn. of Radio and Television Broadcasters, has dropped the comparison in rates for one hour (which increased from $60.88 in 1946 to $83.81 in 1957) as an average for all Canadian independent stations. The BAB study now starts with a quarter-hour average for all stations, which this year is $30.14.

Microwave Network Boosts Tv Sets

Extension of the microwave network across Canada on July 1 has boosted sales of television receivers in the Atlantic coast and prairie provinces in recent months. Figures of the Electronic Industries Associa-

The Big difference in Philadelphia radio is TALENT

WPEN PLAYBILL

JACK O'REILLY
5:00–9:00 AM

PAT & JACK
9:00–10:00 AM

RED BENSON
10:00 AM–1:00 PM

MAC McGUIRE
THE 950 CLUB 1:00–3:00 PM
Sundays 1:00–7:00 PM

LARRY BROWN
THE 950 CLUB 3:00–7:00 PM
Monday thru Saturday

BUD BREES
7:00–11:00 PM

PLAYING DAILY ON WPEN

FRANK FORD
11:00 PM–2:00 AM

ART RAYMOND
2:00–5:00 AM

REPRESENTED NATIONALLY BY **GILL PERNA, INC.**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

tion of Canada show that in the first half of the year sales in the four Atlantic coast provinces totalled 12,986 sets compared with 12,389 sets in the same period last year. In the prairie provinces of Manitoba, Saskatchewan and Alberta, first-half sales totalled 32,744 sets as against 27,206 sets a year earlier.

Total tv sets sold in Canada in the January-June period numbered 159,693 as compared with 164,305 in the 1957 period. In Ontario, sales dropped from 63,869 in the 1957 period to 60,331 this year, and in Quebec from 46,616 in 1957 period to 39,772 sets in the first half of this year.

Radio set sales dropped from 323,365 units the first half of last year to 289,391 this year.

Canadian Tv Sets Gain on '57

Television receiver sales in Canada are increasing, being almost equal in the first seven months of this year compared to last year. In the January-July 1958 period, the Electronic Industries Assn. of Canada, reports sales of 191,884 sets, compared with 194,155 in the same period last year. July sales were up this year, 27,477 sets as against 23,483 a year earlier.

Of total sales, Ontario accounted for 73,228 sets in the first seven months of the year, Quebec province 48,075 sets, Alberta 15,577, British Columbia 15,567, Manitoba 12,593, Saskatchewan 9,885, Nova Scotia 8,781, New Brunswick-Prince Edward Island 6,361 and Newfoundland 1,817 sets.

In the first seven months of 1958 a total of 269,956 radio receivers were sold, compared with 293,261 in the same period last year.

CBC, Union Make Interim Pact

Canadian Broadcasting Corp. and the Canadian Council of Authors and Artists (CCAA) averted a strike Sept. 14 with an agreement to study for six months a union request for Canadian understudies when CBC hires non-Canadian star performers. Neil LeRoy, Toronto, president of CCAA, stated the union had no plans of "featherbedding" but was trying to establish in tv "a recognized theatrical practice."

A joint committee is being set up to "explore all aspects of greater encouragement and development of Canadian performers and writers." CBC and the union have agreed to extend the present agreement to Oct. 14 to allow for membership ratification of new agreement.

New Winnipeg Tv Station Sought

Clifford Sifton, Toronto lawyer and owner of CKRC Winnipeg, Man., and CKCK Regina, Sask., and the daily *Regina Leader-Post,* along with 15 other western Canadian businessmen has formed Red River Television Assn. to apply for a television station license at Winnipeg. There is only one tv station at present at Winnipeg, CBWT (TV) owned by the government's Canadian Broadcasting Corp. The group is understood to be ready to raise $1.5 million to finance a station and has acquired 170-acre site close to the city limits for a transmitter. Among the group are William A. Speers, manager of CKRC Winnipeg, Victor Sifton, publisher of the daily *Winnipeg Free Press,* and Philip A. Chester, managing director of the Hudson's Bay Co., oldest concern in Canada founded in 1672.

U.S. Representation Increasing In CARTB-Franchised Agencies

A total of 90 advertising agencies have been enfranchised to do national business with Canadian radio and television stations for the fiscal year ending May 31, 1959, by the Canadian Assn. of Radio and Television Broadcasters, Ottawa. Of the enfranchised agencies, 15 are Canadian offices of United States advertising agencies. The number of such agencies with offices in Canada has been growing. Those enfranchised to date do not account for all U.S. agencies with offices in Canada.

U.S. agencies, with offices in Canada, enfranchised by the CARTB are: Atherton & Currier Inc., Toronto; BBDO Inc., Toronto; Leo Burnett Co. of Canada Ltd., Toronto; Dancer-Fitzgerald-Sample Adv. (Canada) Ltd., Toronto; Ellis Adv. Co., Toronto; Foote, Cone & Belding Canada Ltd., Toronto; Hutchins Adv. Co. of Canada Ltd., Toronto; Kenyon & Eckhardt Ltd., Toronto and Montreal; McCann-Erickson (Canada) Ltd., Montreal and Toronto; Robert Otto & Co. (Canada) Ltd., Toronto; Ross Roy of Canada Ltd., Windsor, Ont.; J. Walter Thompson Co. Ltd., Toronto and Montreal; Young & Rubicam Ltd., Toronto and Montreal; Needham, Louis & Brorby of Canada Ltd., Toronto; and Erwin Wasey, Ruthrauff & Ryan Ltd., Toronto.

INTERNATIONAL SHORTS

Northern Broadcasting Ltd., Toronto, has shifted from 44 King St. W. to 160 Bay St.

VOCM St. John's, Nfld., has increased power from 1 kw to 10 kw.

CKDH Amherst, N. S., has appointed Jos. A. Hardy & Co. Ltd., Toronto and Montreal.

CFCL-TV2 Elk Lake, Ont., went into service in mid-August as satellite of CFCL-TV Timmins, Ont. Station is licensed for 3.52 kw video and 1.76 kw audio power on channel 2. Antenna is eight element Andrews antenna mounted on 400 foot tower. Satellite covers mining towns of Elk Lake, Haileybury, New Liskeard and Cobalt in northern Ontario.

Canadian Westinghouse Ltd., Hamilton, Ont., has appointed McCann-Erickson (Canada) Ltd., Toronto, Ont., to handle its television advertising replacing S. W. Caldwell Ltd., Toronto.

ELWA Monrovia, Liberia, is recipient of an HF-50 50 kw high frequency transmitter purchased from Gates Radio Co., Quincy, Ill. Completing negotiations with Stan Whitman, Gates sales representative, was Rev. A. G. Thiessen, deputation secretary for ELWA as non-denominational missionary Sudan Interior Mission, which operates station.

Television-Radio Set Output Continues Below 1957—EIA

Production of tv and radio sets at factories continues to run below 1957 figures, according to Electronic Industries Assn.

Total tv production for seven months of 1958 amounted to 2,442,929 receivers compared to 3,082,799 a year ago. July tv output totaled 274,999 sets compared to 360,660 in the same 1957 month.

Of the tv sets produced this year, 232,931 contained uhf tuning circuits compared to 410,250 with uhf in the same seven months a year ago. July's tv output included 23,205 sets with uhf tuners.

Radio production totaled 5,582,834 in the first seven months of 1958 compared to 7,799,882 in the same period last year. Of the 1958 radios, 1,650,898 were auto models. July radio output totaled 621,541 sets of which 186,379 were auto models. Radio production in July 1957 totaled 612,588 sets of which 256,279 were auto models.

July radio output included 11,816 radios with fm tuning, EIA said in announcing a new statistical service by its marketing data department. Fm radio figures, begun after World War II, were discontinued several years ago. They have been resumed to meet many requests for information on fm production. EIA plans to release fm production data back to Jan. 1, 1958, within a month.

Shipments of tv receivers by manufacturers in July exceeded those of the previous month, but fell below those of July last year. Total shipment for the first seven months of this year was less than that for the same 1957 period. EIA's shipment totals: 334,200 sets this July; 220,512 this June; 2,335,188 sets the first seven months this year; 2,969,251 the same period last year.

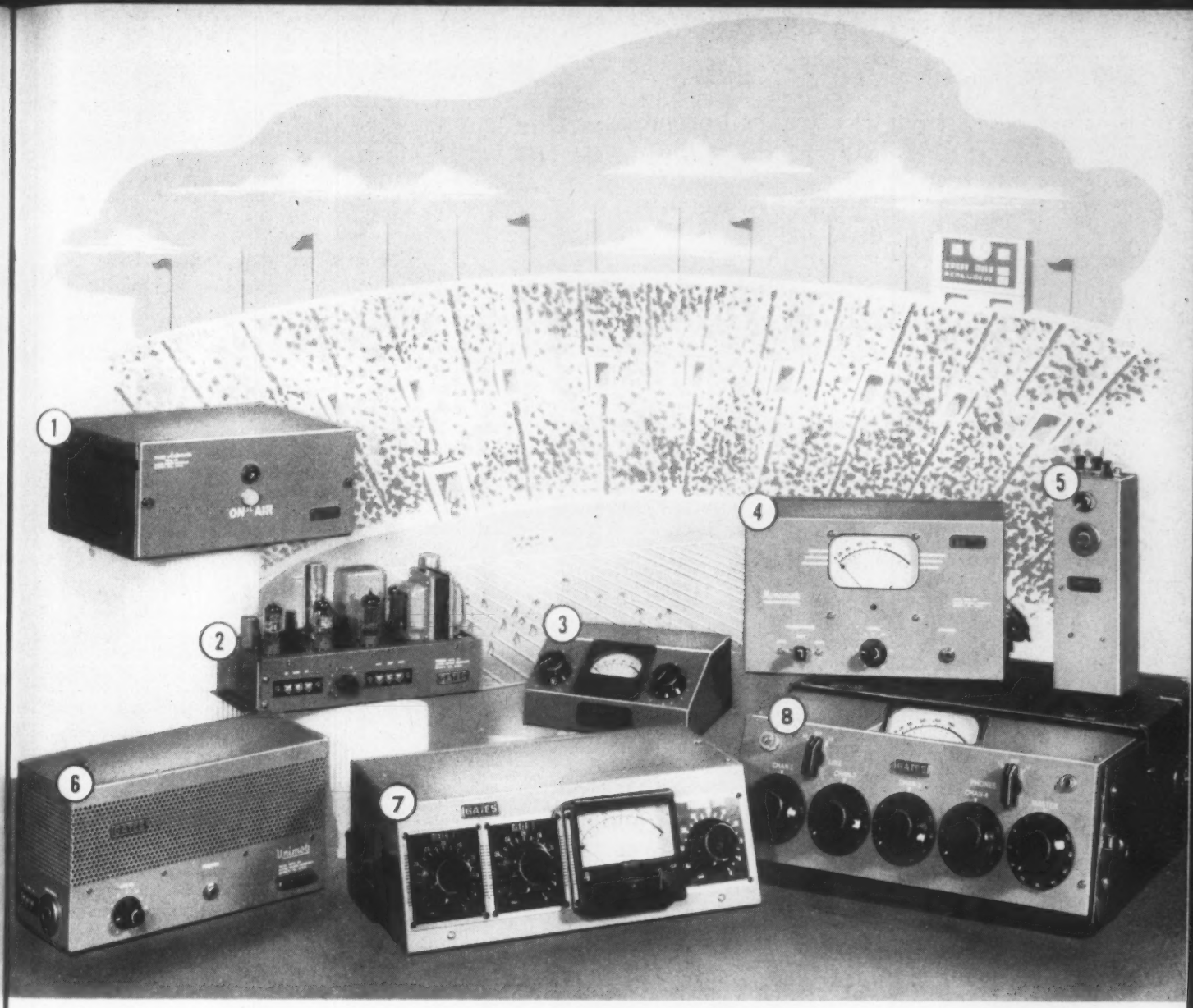
Retail sales of tv sets totaled 279,010 units in July compared to 426,334 in July 1957. Seven-month tv sales totaled 2,456,662 sets compared to 3,236,737 in the same period a year ago. Retail radio sales (not including auto models) totaled 488,495 in July compared to 597,484 a year ago; 3,452,833 in seven months of 1958 compared to 4,236,453 in the same 1957 period.

Sarnoff Recovered From Illness

Brig. Gen. David Sarnoff, chairman of the board of RCA, last week was reported recovered from a slight illness, which originated with a cold. It had kept him from his office since his return from a European trip early in September.

RCA Marketing New Transmitters

RCA has announced a pair of new radio broadcast transmitters which "offer high fidelity performance with built-in provision for remote control," according to E. C. Tracy, manager of the RCA broadcast and television equipment department. The 1 kw BTA-1R and the 500 w BTA-500R also feature a variety of color schemes, simplified one-knob tuning and provision for remote Conelrad switching in conjunc-



here's added **insurance** for those remote broadcasts . . .
your choice of eight modern and dependable

REMOTE AMPLIFIERS from GATES

complete descriptive information found in new 1958 Gates catalog—page numbers shown below.

1 AUTOMOTE SINGLE CHANNEL REMOTE AMPLIFIER, page 158. PRICE..... **$195.00**

2 M-5530 ALL PURPOSE UTILITY AMPLIFIER, page 156. PRICE..... **$82.35**

3 TWINSISTOR 2-CHANNEL REMOTE AMPLIFIER, page 161. PRICE..... **$199.95**

4 MONOMOTE 2-MICROPHONE REMOTE AMPLIFIER, page 154. PRICE..... **$165.00**

5 TRANSMOTE SINGLE CHANNEL REMOTE AMPLIFIER, page 160. PRICE..... **$145.00**

6 UNIMOTE SINGLE CHANNEL REMOTE AMPLIFIER, page 155. PRICE..... **$105.00**

7 BIAMOTE 2-CHANNEL REMOTE AMPLIFIER, page 153. PRICE..... **$215.00**

8 DYNAMOTE 4-CHANNEL REMOTE AMPLIFIER, page 151. PRICE..... **$359.00**

ALL ITEMS IN STOCK FOR IMMEDIATE DELIVERY

GATES

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

tion with the nation's air alert system, Mr. Tracy reported.

Both transmitters have three temperature-controlled crystals in the oscillator unit, intended for main, standby and Conelrad use. Mr. Tracy said that both have fewer tubes than forerunners, while maintaining the same power output capability, thus reducing operating and maintenance costs.

DuMont Cuts Picture Tube Line

Allen B. DuMont Labs., Clifton, N. J., has "temporarily" stopped production of tv picture tubes for the original equipment market, it has been announced by Board Chairman Allen B. DuMont. The production line, which can turn out 4,000 tubes daily, could be restored to operation within 30 days, he said. DuMont continues to supply about 600 picture tubes daily for the replacement market. DuMont's consumer products division, which had used about 25% of the tube output, was sold last July to Emerson Radio & Phonograph Co.

Webcor Sales Down $3 Million

A decrease in both sales and net income for the first six months of 1958 has been reported by Webcor Inc., Chicago-based electronics firm. Sales fell off from $15,638,000 to $12,630,000 and net income from $504,043 (78 cents a share) to $7,917 (or one cent a share on common stock) for the period ended June 30, according to Webcor (tape recorders, phonographs, record-changers). Webcor blames the dips on "economic conditions of the country and intensive competition."

MANUFACTURING SHORTS

CBS Labs has made arrangements to purchase tract of over 12 acres adjoining 11-acre site of new research center on High Ridge Road, Stamford, Conn., according to Dr. Peter G. Goldmark, president.

Sylvania Electric Products Inc. has declared dividend of 50 cents per share on common stock, payable Oct. 1 to stockholders of record at close of business Sept. 10.

Ling Systems Inc. (formerly American Microwave Corp. and Electronic Wire & Cable Co.) has opened new plant at 11949 Vose St., North Hollywood, Calif.

Emerson Radio & Phonograph Corp., and subsidiaries, Jersey City, N. J., has reported consolidated net profit for 39-week period ended August 2, 1958, of $954,214 before provision for federal income tax, equal to 20 cents per share on 1,950,887 shares outstanding. During same period last year firm's consolidated net profit, after provision for federal income taxes, amounted to $54,753 equal to three cents per share.

Magnasync Mfg. Co., North Hollywood, Calif., introduces new Type G-801 Program Equalizer at cost of $159. Instrument requires only 3½ inches of rack space, weighs 6½ lbs.

Daily Physics Class Announced by NBC-TV

As part of an effort to improve science education in the country's high schools, NBC-TV will telecast a college course in basic and nuclear physics coast to coast, beginning Oct. 6 (Mon.-Fri., 6:30-7 a.m.), and continuing through June 5.

The course will be offered for credit by more than 300 colleges and universities and is designed primarily to upgrade the knowledge of current teachers of science in the high schools. The project is being jointly sponsored by NBC-TV, the American Assn. of Colleges for Teacher Education, the Ford Foundation and the Fund for the Advancement of Education.

Details of the project were made known at a news conference in New York last Tuesday (Sept. 16). No figures on the overall cost of the project were disclosed. It was revealed that NBC-TV will donate the time; the Ford Foundation and the Fund for the Advancement of Education will underwrite the production costs. Line costs will be defrayed from donations from corporations, including AT&T, International Business Machines Corp., Pittsburgh Plate Glass Co., and United States Steel Corp.

More than 50 NBC-TV stations already have cleared for the program, which is titled *Continental Classroom,* according to Edward Stanley, NBC director of public service. He estimated that approximately 100 stations will present the program. The telecasts will be taped in NBC's New York studios.

It was estimated that the program will provide college credits in physics to about 15,000 high school teachers. It is anticipated that, in addition to teachers in service, the course will be viewed by college students, high school pupils, engineers and others interested in increasing their knowledge of physics.

Dr. Harvey E. White, professor of physics at the U. of California, in Berkeley, will be the principal teacher. Other internationally-known scientists will participate.

Robert W. Sarnoff, board chairman of NBC, commented that the company "is enlisting the NBC Television Network to meet an emergency in American education, the kind of emergency on which our national security may ultimately hinge." He added:

"To tackle this job through network television on a continental basis is not just a good way to do it, or even an especially ingenious way. It is the only way."

Mr. Stanley is supervising the project. Dorothy Culbertson will be the producer; Robert Rippen, the associate producer and Martin D. Einhorn, the director.

Survival Series by NBC, ETRC

A 10-week tv series, *Ten for Survival,* which will examine the problem of survival in the nuclear age, will be produced by NBC-TV in association with the Educational Television & Radio Center, Ann Arbor, Mich., and carried on interconnected educational stations (Tuesday, 10:30-11 p.m.), starting Oct. 28.

The program will be telecast live to educational outlets over NBC-TV's regular network facilities, and carried on many of the network's affiliated stations on a delayed basis. The series is a continuation of the NBC-ETRC project first undertaken in 1957.

Jones Scheduled to Be Speaker At NAEB Convention in Omaha

Merle Jones, president of CBS Television Stations Div., will address the National Assn. of Educational Broadcasters' 35th annual convention in Omaha, it was announced by NAEB.

Agenda planning moved forward last week for the convention, to be held at the Hotel Sheraton-Fontenelle, Oct. 14-17. Among additional speakers who have been invited to attend are Donald McGannon, president of Westinghouse Broadcasting Co.; Robert Saudek, Robert Saudek Assoc. and executive producer of *Omnibus;* Sen. Warren S. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, and C. Scott Fletcher, president, The Fund for Adult Education. Mr. Jones will address a Wednesday (Oct. 15) evening session.

The convention agenda includes radio-tv clinics for broadcasting problems, briefing sessions on major radio-tv projects country-wide, discussions of videotape recording, regional and committee meetings, NAEB network tape and kinescope auditions, a tour of Strategic Air Command Headquarters and underground rooms with color tv communications system at Offutt Air Force Base, broadcast equipment displays and a "What's Your Problem" question-and-answer clinic. NAEB board and various committees will meet in advance of the convention as will affiliates of Educational Television & Radio Center, Ann Arbor, and members of the Assn. for Professional Broadcasting Education and American Women in Radio and Television. Jack McBride, etv director, KUON-TV Lincoln, Neb., and NAEB vice president, is convention chairman. Members of the steering committee are Dr. Aldrich Paul, U. of Omaha, and Rev. R. C. Williams, S.J., communications arts director, Creighton U., Omaha.

Two New Educational Outlets Aided by Commercial Brethren

Commercial television is lending a helping hand to two of its educational counterparts—WFPK-TV Louisville, Ky., and WJCT (TV) Jacksonville, Fla.—which began operations this month.

WFPK-TV broadcasts originate from the studios of WAVE-TV Louisville with the help of WAVE-TV production personnel.

WJCT, with a staff of three and only a transmitter and antenna to call its own, utilizes the equipment of WMBR-TV and WFGA-TV, both Jacksonville, even while those commercial stations are on the air. When WMBR-TV is on network or running a film, its studio is available for WJCT. WFGA-TV arranges to operate with only one film chain during the approximately two hours per day WJCT needs its other film equipment.

buy St. Louis à la card*
* KTVI rate card... your lowest cost per thousand TV buy in St. Louis
Represented nationally by BLAIR-TV
KTVI CHANNEL 2 ST. LOUIS
abc

Bertero Elected NTI President; Glett Promoted to V.P. for Tv

John B. Bertero, vice president and general counsel of National Theatres Inc., was elected president and chief executive officer of the company, effective Oct. 1 at a board meeting held Wednesday in Los Angeles. He succeeds Elmer C. Rhoden, who has reached retirement age. Mr. Rhoden becomes chairman of the board. Mr. Bertero, 54, is also president of Fox West Coast Theatres Corp., principal subsidiary of National Theatres.

Charles L. Glett, president of National Television Investments, an NTI subsidiary, was elected vice president of National Theatres in charge of tv operations. The company last spring became owner of WDAF-AM-TV Kansas City and is in the process of acquiring National Telefilm Assoc. [FILM, Aug. 25]. Primarily a holding company, NTI operates the country's second largest theatre chain of 300 theatres, about half of them on the Pacific Coast and the rest in the Rocky Mountain and Midwest areas. It has recently developed a three-panel large screen motion picture process, "Cinemiracle" and is also an investor in Pacific Ocean Park in Santa Monica, Calif.

B. Gerald Cantor, president of the investment banking firm of Cantor, Fitzgerald & Co., was elected chairman of the executive committee. Spencer Leve, Southern California Div. manager, was elected vice president in charge of theatre operations for National Theatres Amusement Co., National Theatres operating subsidiary.

NT board members, in addition to Mssrs. Bertero, Cantor, Glett and Rhoden, are: Samuel Firks, president, Consolidated Builders; Willard W. Keith, president, Marsh & McLennan-Cosgrove & Co., insurance firm; Ulan May, vice president and treasurer; Richard W. Millar, managing partner, William R. Staats & Co., investment firm; Jack M. Ostrow, certified public accountant and attorney; Graham L. Sterling Jr., partner in the legal firm of O'Melveny & Myers.

ABC Film Arm Changes Name

A change in the name of ABC Film Syndication Inc. to ABC Film Inc., effective Sept. 12, was announced by George T. Shupert, president. ABC Films Inc. is a wholly-owned subsidiary of American Broadcasting-Paramount Theatres Inc. The new name is said to reflect the company's expansion into areas other than syndication.

Continental Keeping 'Oakley'

The Continental Baking Co. (Wonder bread, Hostess cake), Rye, N. Y., has renewed the CBS Television Film Sales' *Annie Oakley*, in 76 markets for two years. Contract represents about $3 million in time and talent. Syndication of the program, which now comprises 81 episodes, began in January 1954, was purchased first nationally by Continental in January 1956.

Ziv Reassigns Division Heads, Makes Additions to Sales Staff

An expansion in the sales staff and reassignment of key executives of Ziv Television Programs, New York, were announced last week by Len Firestone, syndication sales manager.

Jerry Kirby, a member of the national sales staff in Chicago, has been promoted to sales manager of the Chicago division of sales syndication; Jack Gregory, sales manager of the eastern division, has been shifted to Los Angeles as head of the western division.

Alan Martini, manager of the western division, has been moved to New York as head of the eastern division and Jack Gainey, a spot sales manager in the eastern division, has been assigned to the western division, Los Angeles, in a similar post. New staffers include Othur V. Oliver, formerly with the Crosley Broadcasting Co. and Joseph L. Moscato, previously with KYW-TV Cleveland, who have been appointed account executives in the north central division, and Ed Uhler, formerly with Robinson, Adleman & Montgomery Adv., Philadelphia, who has been named account executive in the eastern division.

Harmon-Ticktin to Make 'Bozo'

Larry Harmon-Ted Ticktin Productions Inc., headquartered at California Studios, Hollywood, has scheduled 312 animated cartoons for tv distribution by Reub Kaufman's Jayark Films Corp., New York. Highlighting the series will be "Bozo, the Clown" who was originally portrayed on Capitol Records, which organization has transferred worldwide rights to the character to Harmon-Ticktin. January 1959 is the target date for beginning to show the first 26 of the six-minute, 35mm, full color Bozo chapters in 50 markets.

FILM SALES

ABC Films has announced sale of *The Adventures of Jim Bowie*, in 12 new markets, and its package of six J. Arthur Rank features, under the heading of "Special Six," in 13 new markets. *Bowie* has been purchased by WRCV-TV Philadelphia; KMSP-TV Minneapolis; KBTV (TV) Denver; WBRE-TV Wilkes-Barre, Pa.; KARD-TV Wichita; KOLD-TV Tucson; KLAS-TV Las Vegas; KIVA (TV) Yuma, Ariz.; WEWS (TV) Cleveland; WJZ-TV Baltimore; KCIX (TV) Boise, Idaho; and WDSU-TV New Orleans. "Special Six," has been sold to WAGA-TV Atlanta; WWJ-TV Detroit; WBRE-TV; WDEF-TV Chattanooga; KFRE-TV Fresno, Calif.; KCRA-TV Sacramento; KTTS-TV Springfield, Mo.; KOMO-TV Seattle; WFMY-TV Greensboro; WHYN-TV Springfield, Mass.; WGAL-TV Lancaster, Pa.; WBEW-TV Buffalo, and WJW-TV Cleveland.

Flamingo Telefilm Sales Inc., N. Y., reports sale of its *Sailor of Fortune* and *Aggie*, half-hour tv film series, to Whitehouse Co., Newark, distributor of music records, each for presentation in 75 markets. Agency for

in

SCRANTON-WILKES BARRE

expect

something

more

from

WDAU-TV!

It's a fact . . . when you buy WDAU-TV, you buy consistent ARB leadership and extraordinary coverage that includes not only Scranton-Wilkes Barre, but in addition, 52 communities, each with a population of 5000 or more!

But there's more to a WDAU-TV buy . . . not facts which you can measure specifically, but a feeling of community acceptance . . . for WDAU-TV represents the pulse of Scranton-Wilkes Barre community life.

It's a station image firmly entrenched in the minds of the market's television audience, who look to WDAU-TV for every facet of local activity.

It's the something more that means larger and more attentive audiences . . . audiences which not only watch, but respond!

WDAU-TV . . . towering over Northeastern Pennsylvania

CBS-TV in Scranton-Wilkes Barre • Call H-R Television

Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Whitehead is Victor & Richards Adv., N. Y.

National Telefilm Assoc. has sold "Dream Package" of 85 feature films to 18 tv stations. Stations signed include WNAC-TV Boston, WFIL-TV Philadelphia, WISH-TV Indianapolis, WCKT (TV) Miami, WDAF-TV Kansas City, WNHC-TV New Haven, KHQ-TV Spokane, WBNS-TV Columbus, KTNT-TV Tacoma, WDAU-TV Scranton, KPHO-TV Phoenix, KVII (TV) Amarillo, WFBG-TV Altoona, Pa.; WLBR-TV Lebanon, Pa.; WNBF-TV Binghamton, N. Y.; KVOS-TV Bellingham, Wash.; KGHL-TV Billings, Mont., and KRTV (TV) Great Falls, Mont.

RANDOM SHOTS

CBS-TV and Globe Tv Inc., Hollywood, have entered into co-production agreement for half-hour film series, *Combat,* for 1959 season. Series, which will deal with exploits of infantry sergeant, will be produced, directed and written by Samuel Fuller, president of Globe Tv Inc.

Allied Artists Productions Inc., Hollywood, has loaned use of its studios to two tv companies. Advenco will do *Bold Venture* series and Filmmasters will shoot *Have Gun, Will Travel.*

Dee-Jay Film Service Corp. has moved into new offices at 408 W. 57th St., New York 19, N.Y. Telephone Circle 5-3684. Company, headed by President **Leonard Weiner,** specializes in production of motion pictures and film commercials and in editing commercials, industrial films and tv film programs. Dee-Jay and Television Programs of America have dissolved agreements whereby former had handled all staff editorial affairs of TPA, both domestic and foreign, by mutual consent.

Technicolor Inc., N. Y., has announced purchase Burbank (Calif.) and Brooklyn (N. Y.) film laboratories of Warner Bros. Pictures Corp., and will embark for first time on black-and-white processing.

Sandy Howard Productions Inc. (newly formed independent motion picture and telefilm producing firm) has established offices at Paramount Sunset lot, 1456 N. Bronson Ave., Hollywood 28. Telephone: Hollywood 2-6282.

Ziv Television Programs, N. Y., reports that *Highway Patrol* has been renewed in 132 of 197 markets which carried program last season. Regional renewals have been received from Kroger Stores, Weidemann Brewing and Household Finance Corp.

The Mirisch Co., independent film production company formed year ago by brothers Harold, Marvin and Walter Mirisch, plans to produce two tv series, *Wichita Town,* starring Joel McCrea, and *The Iron Horseman,* created by Leslie Stevens and to be produced in association with Louis Edelman and NBC. Company put six theatrical films into work last year and plans at least five more to begin after first of 1959. Production schedule for year ahead, totaling more than $20 million with two tv series, will go into production in spring for fall telecasting.

90 Stations Set to Broadcast Public Service Network Program

National Public Service Network, New York, last week previewed for newsmen two programs in the *World Science Report* weekly series. The program has been distributed to 90 radio stations throughout the country for broadcast, starting this week.

NPSW, which was formed by Hardy Burt, president, to provide independent and network radio stations with "quality" public service programming [PROGRAM SERVICES, July 14], is aiming to place its productions in the top 113 cities in the country. Mr. Burt told newsmen that he hopes to have the remaining 23 markets signed within the next few weeks.

Interviews with Prof. Willy Ley, pioneer rocket scientist and historian, and Dr. Paul Siple, authority on the Antarctic, were highlights of the initial 25-minute *World Science Report* programs. The format consists of a summary of up-to-the-minute science news, plus the interviews.

A cross-section of the stations associated with the National Public Service Network, Mr. Burt said, includes WCAR Detroit, WONE Dayton, WIBC Indianapolis, KYW Cleveland, WDGY Minneapolis; WMFS Chattanooga, Tenn.; KFBK Sacramento, Calif.; WALA Mobile, Ala.; WMRP Flint, Mich.; WBKH Hattiesburg, Miss.; WJIV Savannah, Ga.; WBUD Trenton, N.J., and WGBA Columbus, Ga.

Other public service programs Mr. Burt plans to release in the next few months are *Mr. Ambassador, Cold War Challenge, State of the Nation* and a series still untitled. Like *World Science Report,* these will be made available free to stations and will be underwritten by various foundations and societies. The science series is being underwritten by the American Rocket Society on a grant provided by America Bosch Arma Corp., Hempstead, N. Y., though no commercial messages will be included in the programs.

L. A. Rejects Pay Tv Plan

The Los Angeles County Board of Supervisors Thursday (Sept. 18) rejected the application of Homevision Inc. for a franchise to install a combination closed-circuit pay tv and community antenna system in the Antelope Valley district. The petition was vigorously opposed by representatives of the California Federation of Womens Clubs and the Citizens Committee Against Pay Tv. [PROGRAM SERVICES, Sept. 8]. The supervisors, voting down the petition four to one, indicated that they would be receptive to an application for a community antenna service alone, without the toll tv adjunct.

Ruben Agency Enters Packaging

The Ruben Advertising Agency, Indianapolis, last week announced formation of G. A. Ruben Productions which will package radio and tv shows. The new organization's president, Gary Ruben, reported that two shows, a tv news program for children and a radio adventure series with an historical slant, were already sold, with several others in preparation.

We taped the weekend shows

Mr. Ken James, Program Director
KENS-TV, San Antonio

"We Videotaped* the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs—featured 'live' guests who would not have been available without Videotape!"

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

VIDEOTAPE may prove a boon to the busy politician running for office. Gov. Averell Harriman (D.-N.Y.) (l) who is campaigning for re-election, spent a few hours last Tuesday (Sept. 16) at Telestudios Inc., New York (see page 31), where he starred in six five-minute VTR commercials. (With Gov. Harriman is Robert C. Weaver, N.Y. State rent administrator.) In time purchased by Kastor, Hilton, Chesley & Clifford, New York, for the New York State Democratic Committee, commercials will be placed on New York stations equipped for VTR, starting this week.

PROGRAM SERVICE SHORTS

Capitol Records, Hollywood, Calif., has introduced its first stereophonic disc recordings with 10 popular and five classical selections. Capitol, owner of Angel Records, has also released seven classical discs with Angel label. Capitol albums range from Fred Waring to George Shearing to Leopold Stokowski. Angel Stereo Records features Gilbert and Sullivan's "The Mikado," as well as Tchaikovsky's Symphony No. 4.

Warner Bros. Records has issued its first releases, 12 albums and three popular single records, from its headquarters at 4000 Warner Blvd., Burbank, Calif. Fourth branch of Warner Bros., joining motion picture, tv film and music publishing divisions, new recording company plans to concentrate largely on popular record field, with little jazz and no classical music in its repertoire, James B. Conkling, president, said last week. Warner Bros. Records will use facilities of Radio Recorders in New York and Los Angeles for recording, will also contract for pressing. Firm has 35 recording artists for LP records and 10 single disc performers under exclusive contract.

Television Commercials Inc., Hollywood, first company to take advantage of Paramount Sunset's VTR facilities, has received full authorization to offer service to advertising agency clients. Paramount Sunset is first major lot to acquire Ampex videotape recorders and expects delivery of first machine about Oct. 15, when TCI's tape operation will begin.

Lang-Worth Feature Programs Inc., N. Y. reports during second quarter of year it sold commercial jingle service, "Radio Hucksters and Airlifts," to total of 55 radio stations.

N. Y. IBEW REPORT BURNS STAFF

The report of an evaluation committee of Local 1212 of the International Brotherhood of Electric Workers paints a damning picture of the local's administrative staff, blaming it largely for the costly 11-day strike against CBS, and the local's "deteriorating relationship" with CBS, IBEW's international headquarters and with other unions in the broadcast field [PERSONNEL RELATIONS, Sept. 15].

The report, which was approved by the local's membership, places responsibility for the deteriorating relationship with CBS on the local's administrative staff. At one point the report asserted:

"Unremitting conflict with the local union administration has made all efforts toward understanding appear hopeless. Sincere efforts in this direction (by CBS) have been persistently frustrated or misconstrued by the local. Your committee feels that considerable further study is needed in this area."

The report claimed that so-called "strike issues" raised by the administration were largely non-existent. It insisted there was little substance to the administration's claim that videotape jurisdiction, overtime refusal, dual operations and the status of the laboratory technicians were valid issues. The report stated that "the sole valid issue was a demand for money . . . and this was never clearly expressed."

On the question of the strike vote, the administration also was assailed in the report. It claimed that the decision was made "on a questionable strike vote and before the membership was aware negotiations had broken down." On the course of the strike itself the report, point by point, accused the administration of "falling down" with respect to preparation, planning and strategy, public relations and morale, and execution of activities.

The report supported its contention that Local 1212's relationship with the international IBEW is "deteriorating," offering as evidence:

An atmosphere of distrust fostered by the local union. A whole series of I.O. [international] reps used as whipping boys through constant distortions, to suit momentary conveniences." The report lists four international representatives, assigned to work with Local 1212, but who, it was charged, could not work harmoniously with the administrative staff.

Regarding Local 1212's relationship with other unions, authors of the report could find "no other local union favorably disposed to Local 1212" and counted "Seven other local unions individually critical of Local 1212 in the conduct of its affairs."

The report noted that the evaluation committee sought the cooperation of the administration for the project but claimed that its requests for interviews and other information was ignored.

A spot check from a list of 50 unions holding contracts with CBS shows "their business relations with CBS to be either 'good' or the very best of their experience," the report declares.

The report singles out Charles Calame, business manager of Local 1212, for the bulk of its criticism. It was reported last week that various members of the local are considering filing charges with the international against the local administration but no such action was taken at the week's end.

AFM International Board Starts Hearing on Dual Union Charge

A five-man committee of the international executive board of the American Federation of Musicians is to start hearings tomorrow morning (Sept. 23) concerning approximately 100 members of AFM Local 47, Hollywood, charged with becoming members of Musicians Guild of America. Dual unionism, which is prohibited in the AFM constitution and bylaws, carries a penalty of expulsion from the union.

MGA is filing a complaint asking for an injunction to stop AFM from expelling these musicians and from, in any way, interfering with their employment, Cecil F. Read, MGA board chairman, said Thursday. "The basic issue," he said, "is whether AFM can enforce its dual union ban against a member who was forced to join the guild in order to work in motion pictures under a union contract which is valid according to the Taft-Hartley act. In other words, can one union deny employment opportunities in a field where it has exclusive contracts, as the AFM has in all fields of musical employment except motion pictures, to men who accept employment in another field, in this case motion pictures, under the aegis of another union which has jurisdiction there?"

Thursday (Sept. 18) saw the completion of the NLRB hearing in Los Angeles on the MGA petition for an election to determine bargaining agent for musicians in their employment by independent motion pictures producers. AFM, which consented to the election at the major studios won by MGA [AT DEADLINE, July 14], is opposing an election in the independent picture field. Two associations, Society of Independent Motion Picture Producers and Independent Motion Picture Producers Assn., and two individual companies, Goldwyn and RKO, are the employers involved, although SIMPP, which is inactive, has attempted to withdraw.

Record of the hearing now goes to NLRB national headquarters in Washington, D. C. If the board rules that an election is in order, then answers must also be provided to such questions as: Should the election be nationwide or should it be restricted to Los Angeles County as was the election for the major studios? What criteria should be set up to determine which musicians shall be eligible to vote? What employers or employer-groups should be included?

SAG Spurned Merger—AFTRA

American Federation of Television & Radio Artists is releasing today (Sept. 22) the contents of a letter sent to its membership, apprising them the Screen Actors Guild

"has gone on record as being firmly opposed to merger with AFTRA in any form." Signed by Clayton (Bud) Collyer, AFTRA president, the letter said a letter from SAG rejected earlier AFTRA proposals but, in turn, suggested joint negotiation on tape only. SAG and AFTRA have been at loggerheads over videotape commercials. SAG has obtained jurisdiction over VTR at film studios, but AFTRA called on the NLRB several months ago to hold an election among performers so that they could select a single union to represent them in tape (AFTRA holds jurisdiction at networks and stations). A hearing on AFTRA's petition is scheduled before the NLRB in New York Sept. 30.

AFM Allocates $6.2 Million For Free Trust Fund Concerts

An allocation of $6,225,000 for employment of musicians in non-profit performances during the fiscal year ending July 1, 1959, has been made by the American Federation of Musicians' music performance funds. Sources and disbursement of the monies are contained in a report just issued by Samuel R. Rosenbaum, trustee of the fund.

Funds were established in the mid-forties, with makers of recordings contributing to the AFM's Recording and Transcription Fund to compensate for loss of live musician employment that resulted from commercial use of phonograph records. In 1950 and subsequent years, similar agreements were reached covering use of television film, including tv jingles and commercials.

All funds received are re-used to provide live musical services throughout the U. S., its possessions and Canada. This is not restricted to AFM musicians.

As of last June 30, there were 588 television signatories to the tv trust fund agreements. Record and electrical transcription makers totalled 3,214.

For the six month period prior to June 30, recording signatories paid $1,987,085.93 to the funds. Tv signatories paid $507,733.26, bringing the combined total to $2,494,819.19.

The allocation of $6,225,000 for the current fiscal year compares with $4,850,000 set aside for the fiscal year ended June 30, 1958, and $3,900,000 for the year ended June 30, 1957.

Keel Put Up for SAG Presidency

Howard Keel, first vice president of Screen Actors Guild, has been nominated for the SAG presidency by the official nominating committee, to succeed Leon Ames who has declined to run for another term as president. Other official candidates are: for first vice president, Macdonald Carey; second vice president, James Lydon; third vice president, Rosemary DeCamp; recording secretary, Robert Keith; treasurer, George Chandler. Miss DeCamp, Mr. Keith and Mr. Chandler now hold the posts for which they are nominated for another term. Election must be held before the SAG annual meeting, some time in November, according to the Guild's bylaws.

5KW for all of Northeast Michigan

Just ONE Big Buy

does your selling job in all of Northeast Michigan. WFDF's perfectly tailored signal adds to Flint the rich Thumb area, Saginaw, Bay City, and the heart of Michigan's vacationland. NCS #2 shows WFDF as the outstate regional leader, and this BIG new signal* adds even more. Let Katz show you how this important new coverage makes WFDF a key buy for Eastern Michigan.

*daytime

WFDF·910

NBC Affiliate in Flint, Michigan

Represented Nationally by the KATZ AGENCY

new
authoritative
more complete than ever

the 600-page 1958

BROADCASTING

*Yearbook issue**

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
- sales representatives
- advertising agencies
- associations
- services
- government
- schools

plus—

market data, billings, ratings, programs, awards, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

- subscription copies mailed late September
- limited number available at $4.00 per copy

ORDER TODAY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

KFGO PREPARES SEC. 315 DEFENSE

KFGO Fargo, N. D., is preparing its answer to a political libel suit asking $2.4 million damages on four counts, expected to be filed within two weeks. The station is the second Fargo outlet to be sued by the North Dakota Educational & Farmers Union as a result of statements broadcast in two different campaigns by candidate A. C. Townley.

The Farmers Union suit against KFGO was filed Aug. 29 in the federal court at Bismarck, N. D. It alleges candidate Townley, in political broadcasts over KFGO in April and June, made libelous statements and asks $600,000 in each instance. KFGO asked for and has been given an extension of time in which to file a reply.

Charles Burke, KFGO general manager, said last week that the station did not give Mr. Townley time until he had demanded it under Sec. 315 of the Communications Act. This section requires broadcasters to give all candidates for the same office equal opportunity to use their stations and prohibits broadcasters from censoring a candidate's speech.

WDAY-TV Fargo was sued by the Farmers Union following alleged libelous statements made over the station in the 1956 campaign by Mr. Townley. The North Dakota Supreme Court last April ruled that the station is not liable for statements made over its facilities by the candidate [GOVERNMENT, April 7]. Last month, the union asked the U.S. Supreme Court to review this decision [GOVERNMENT, Aug. 11].

FCC, Justice Want to Know

The FCC and Justice Dept. also have asked the high court to grant a review because "a definitive determination by this court of the meaning and significance of Sec. 315 of the Communications Act . . . insofar as it relates to the broadcast of possibly defamatory material by legally qualified candidates for public office will be of great value. . . ."

The Justice request for a review continued: "This case squarely presents the questions of whether the statutory prohibition against censorship of uses of radio and television broadcast facilities by legally qualified candidates extends to libelous and slanderous language or language which might reasonably be thought to be defamatory and, if so, whether the licensee is thereby rendered immune from liability under applicable state law. Resolution by this court of these questions would dispel the uncertainties which have existed as the result of different interpretations by various state and lower federal courts."

If licensee control over a candidate's statements is not permitted, the pleading stated, "there undoubtedly will be cases such as the instant one in which third parties as well as opposing candidates will suffer from the effects of libelous or slanderous remarks by candidates. . . ."

The union's suit against WDAY-TV went through state courts, while the suit against KFGO was filed in federal court. In both the union claimed that it had been libeled as a third party. The NAB took part in the proceedings before the North Dakota Supreme Court as a friend of the court [TRADE ASSNS., Oct. 7, 1957].

North Dakota has a state law giving stations immunity from libelous or defamatory statements by other than station personnel.

Station Image, Vitality Measured in New Study

John Blair & Co. last week described what it referred to as a new approach to radio station research—exploring people's attitudes toward stations.

A practical application of the approach has been made in Dallas, where Blair has a client station, Gordon McLendon's KLIF.

To obtain a knowledge of the "station image" in people's minds, researchers asked this question: "Here is a list of radio stations and here is another list of people from all walks of life. Would you please match the type of person you think is most likely to listen to each of these stations?" The station list contained the calls of all major Dallas radio stations. The list of "people from all walks of life" contained these descriptions: high school and college students, young housewives, older women, business executives, male workers, female workers.

To obtain a measurement of "station vitality" researchers asked this question: "Here is a list of descriptive terms. Which best fits the following stations?" The terms were: "modern," "lively," "interesting" and "old-fashioned."

To obtain a measurement of the "believability" of stations, the researchers asked: "If you heard conflicting accounts of the same news story on different stations, which of the stations would you believe?"

The Dallas survey was conducted by the Eugene Gilbert research organization which employed college professors and postgraduate college students to do the field work.

A total of 498 personal interviews was completed. Results were tabulated by sex and age groups. The results, as released last week, showed KLIF outscoring other stations in appeal to virtually all age groups.

Blair officials saw the results as a refutation of charges that "modern radio" stations appeal primarily to the teen-age audience.

John Blair, president of the station rep-

We've read thousands of U.S. and Canadian newspapers in the past 9 years, looking for unusual *local retail* promotions: traffic-building stunts, give-aways, anniversary gimmicks, slogans, etc. used by local retailers. Result? We've assembled over 300

ideas

and we challenge anyone selling *local* retail advertising to read them without finding at least 10 good usable ideas! 108 pages, well-illustrated, these 300 ideas are yours for only $25. I.F.I. Adv. Agency, Christie Bldg., Duluth, Minnesota.

SAYS JOHN D. SILVA, Chief Engineer, KTLA (Paramount Television Productions, Inc.), Hollywood, Cal.:

"G-E camera tubes help us make TV headlines with 20 'remotes' a week!"

"News can break fast, and KTLA is geared to speed. We've started telecasting from the scene of an event in as little as five minutes from the time our mobile unit reached the spot.

"The microwave antenna of our mobile units takes only 15 seconds to elevate. KTLA's picture goes on the air in minutes after we brake to a stop. We couldn't do a fast, sure TV news job like that—many times a day, every day—without reliable camera tubes.

"Besides the fact we can count on them, G-E camera tubes are designed to handle changeable and difficult light conditions. We like the assurance they give us that our viewers are seeing clear pictures with good detail and contrast.

"News coverage is a team job—efficient men, methods, and equipment. G-E camera tubes play a key part in KTLA's mobile work that's broken records for high audience interest."

* * *

Put G-E Broadcast-Designed camera tubes on your own "team"! Your G-E tube distributor stocks them. Phone him! *Distributor Sales, Electronic Components Div., General Electric Co., Owensboro, Ky.*

OPERATION upturn — Buy now for extra values — GENERAL ELECTRIC

Progress Is Our Most Important Product

GENERAL ELECTRIC

11-12-304

resentation firm, explained that the study was undertaken to document the company's previously-reached deductions that "extremely successful radio stations must have created for themselves a well-defined personality, or an image that had some meaning for the audience.

"It also seemed reasonable to us," said Mr. Blair, "that a radio station which did create an image would have virtually universal appeal."

Arthur McCoy, head of the Blair radio company, said research of the Dallas type should prove valuable to media buyers. He recommended that stations make such studies every year.

Ward Dorrell, Blair vice president and research director, reported that the Blair company would encourage all its stations to go into qualitative studies.

WMGM Quiz Complaint Dropped

New York State Supreme Court Judge James C. Crane granted a WMGM New York motion to strike the complaint of Brooklyn quiz contestants seeking $1,000 special damages for "alleged physical and emotional despair and frustration" in a dispute with WMGM over the winner, WMGM has confirmed. Judge Crane, however, granted plaintiffs Mr. & Mrs. Donald Reid permission to inspect postcard returns to WMGM *Name It & Claim It* contest. The Reids contend they are the winner of the $1,300 prize instead of announced "woman in Jersey" [AT DEADLINE, Sept. 1]. WMGM explained it did not tell the Reids it had not received their entry, rather "to the best of our knowledge" it did not receive the entry. WMGM also corrected earlier reports it had made $600 compromise with the Reids last year in another contest dispute. WMGM said the Reids and the announced winner at that time made compromise between themselves to split prize money of $1,300.

Tv Classes Scheduled to Start On Three Little Rock Stations

Classes for Little Rock, Ark., high school students, whose schools were closed by Gov. Orval E. Faubus, are expected to begin today (Monday) on the three Little Rock commercial television stations—KARK-TV, KATV (TV) and KTHV (TV).

As was planned last week in meetings between the stations and the Little Rock School Board, each station is assigned to handle the instruction of one of the three senior high school grades. Regular classroom teachers or department heads will conduct daily a total of two hours of classes from their assigned station studios. The time is divided into four 30-minute class periods. Only the basic subjects, such as English, history, mathematics and science (minus laboratory instruction), will be offered.

The plan was outlined by Douglas Romine, vice president and general manager of KARK-TV, who told BROADCASTING, "The students are getting very restless and are afraid of getting too far behind in their work. Especially concerned are those who planned to graduate this school year. The televised classes will help the students to catch up when the schools reopen." The tv classes are expected to continue at least until Sept. 27 when a city election will determine the basis for opening the schools.

Station directors of the emergency program, working directly with the school board and School Superintendent Virgil Blossom, are Fred Schmutz for KARK-TV, Joe Myers of KATV and Jack Bomar at KHTV.

VOICE FOR THE SILENT

Historic Liberty Bell received a voice for the first time in 123 years as CBS-TV did a special program from Independence Hall marking the turnover of WCAU-TV Philadelphia ownership to CBS.

A three minute narration by Edward R. Murrow, telling the meaning and the role of the bell, was presented to the National Park Service and the City of Philadelphia for permanent installation near the historic site.

The bell has not been rung since it cracked in 1835. Now all who visit the symbol of freedom may hear the Murrow narration by merely pushing a button which activates the recording.

DATELINES

Newsworthy News Coverage by Radio and Tv

NEWARK—Special news coverage of the Jersey Central commuter train accident last Monday (Sept. 15), which took estimated 40 lives, was provided by WNTA Newark to more than 40 radio stations throughout the country. Raymond E. Nelson, president and general manager of the station, reported that minutes after the disaster became known, telephone requests for on-the-scene coverage came from independent stations, ranging from Massachusetts to California and from Canada to Texas. WNTA provided reports up to two minutes by beep phones several times a day to many of the stations, Mr. Nelson said.

PHILADELPHIA—Two widely separated news stories last Monday (Sept. 15) received film coverage by WFIL-TV Philadelphia. Newsreel cameraman Harry Krause was flown 90 miles to film the crash of the New Jersey Central train into Newark Bay after the first report came on the news wire about 10 a.m. His films of the rescue work were flown back to WFIL-TV where Gunnar Back interrupted the local portion of Dick Clark's *American Bandstand* at 3:40 p.m. to show the films. At approximately the same time, films made that morning by cameraman Harold Hodgeman, 1,600 miles away in Little Rock, Ark., arrived for use on the *RCA Television Newsreel* at 7 and 10:30 p.m. These films included interviews by WFIL-TV newscaster Allen Stone with officials involved in school integration proceedings.

MIAMI—Planning to get the fastest possible county results of the Sept. 9 primary elections in Florida, WTVJ (TV) Miami arranged with the Miami Junior Chamber of Commerce to station one Jaycee at each of the county's 145 precincts to telephone precinct totals to the WTVJ studios. The figures were put into the station's IBM machines, and totals were announced immediately on the air. Because of the fast reporting, a half-hour run-down planned for 10 p.m. instead was started at 9:30 p.m.

PITTSBURGH—Detectives working on the case of accused wife killer Chester Mauchline received unexpected assistance from news director Bill Burns, KDKA-TV Pittsburgh. Mr. Burns obtained permission to interview the accused man in his county jail cell where the previously reticent man divulged and explained murder details from beginning to end, and further, asked Mr. Burns to accompany him to the murder scene to take pictures. Following the interview telecast. Mauchline, who watched the newscast, cooperated with police and approved the use of the newsfilm as evidence for the prosecution.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WINN LOUISVILLE, KY. • Sold by Emil J. Arnold, Robert E. Wasdon and Jack Siegel to Glenn A. Harmon, Oldham Clarke, French Eason, Charles M. Wheeler and Jesse L. Chambers for $266,500 plus relief of indebtedness of $74,000. Mr. Harmon already owned 16⅔%, now owns 45%. Mr. Eason is Chicago radio sales manager for H-R Reps. WINN is 250 w on 1240 kc.

KCMJ PALM SPRINGS, CALIF. • Sold by David Margolis to KCMJ Inc. (Robert Blashek, president; Louis Wasmer and Cole Wylie, principals) for $250,000. Mr. Margolis sold KRAM Las Vegas, Nev., last month to Misch Ellman for $275,000 [AT DEADLINE, Sept. 1]. KCMJ is 1 kw day, 500 w night, directional day and night, on 1010 kc, and is CBS affiliate. Transaction was handled by Blackburn & Co.

KBON OMAHA, NEB. • Sold by Paul R. Frey and associates to Morton Fleischl and Joseph H. Gratz for $170,000 cash. Mr. Fleischl is former WMCA New York general manager, and Mr. Gratz is a New York advertising executive. KBON is 250 w on 1490 kc. Sale was handled through Blackburn & Co.

KUSN ST. JOSEPH, MO. • Sold by W. N. Schnepp, Fred P. Reynolds and associates to Charles H. Norman (St. Louis radio disc jockey) for $90,000 including assumption of liabilities. KUSN is 1 kw day on 1270 kc. Transaction was handled by Blackburn & Co.

WHBG HARRISONBURG, VA. • Sold by Robert C. Currick of WXEX-TV Petersburg, Va., and George O. Griffith, WJAR Providence, R. I., co-owners, to Charles Dillon, vice president of WOL Washington, D. C., for $80,000. WHBG is 5 kw day on 1360 kc. Sale was handled by Blackburn & Co.

KPKW PASCO, WASH. • Sold by V. B. Kenworthy (owner of KODL The Dalles, Ore.) to Robin Hill and John Wages for $38,500. Mr. Wages former stockholder in KWG Stockton, Calif. KPKW is 250 w on 1340 kc. Sale was handled by Allen Kander & Co.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 97.*

WIP-AM-FM PHILADELPHIA, PA. • Sold by Philadelphia Broadcasting Co. (Gimbel Bros. department store) to WIP Broadcasting Inc. for $2.5 million. WIP Broadcasting includes Ben Gimbel Jr., 62.5% of Class B stock; Ralph S. Bilderback, 25% of Class B stock; Edward Petry & Co., 9.7% of Class A stock; Bob Hope, 2.4% of Class A stock, and others including former MBS President Armand Hammer and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Crisconi, Ralph Huberman, L. Parker Naudain and John G. Pew Jr. Mr. Gimbel has been president of WIP stations since 1948 and Mr. Bilderback vice president since 1953 [CHANGING HANDS, Aug. 25]. WIP is 5 kw, directional antenna day and night, on 610 kc and is MBS affiliate. WIP-FM is 20 kw on 93.3 mc.

WCHV CHARLOTTESVILLE, VA. • Sold by Charles Barham and wife Emmalou to Nash L. Tatum Jr. for $200,000. Mr. Tatum is an announcer at the station. WCHV is 5 kw day, 1 kw night, on 1260 kc, and is ABC affiliate. Blackburn & Co. handled the sale.

WHLB VIRGINIA, WMFG HIBBING, BOTH MINNESOTA • Sold by Morgan Murphy-Walter C. Bridges interests to Harold J. Parise, general manager of stations, and Frank P. Befera (vending machines, realty, wholesale merchandising) for $169,000. WHLB is 250 w on 1400 kc and is NBC affiliate; WMFG is 250 w on 1240 kc and is NBC affiliate.

KNXT (TV) Opposes Death Penalty In Its First, Lauded Editorial

The response to the first editorial broadcast of KNXT (TV) Los Angeles gives at least a partial answer to the controversial question of whether editorializing is a proper function of a tv station. Only 25% of the more than 500 U.S. tv stations now broadcast editorials, a BROADCASTING survey revealed [TRADE ASSNS. Sept. 15].

An editorial in the *Los Angeles Times*, normally a severe critic of electronic journalism, found the program to be "an achievement of which any journalist could be proud." In a letter to Bill Stout, the program's narrator, *Los Angeles Times* Chief Editorial Writer Irving Ramsdell called it "the most impressive performance in electronic journalism I have ever seen."

Entitled "Thou Shalt Not Kill" the broadcast took place on Sept. 10 (10:30-11 p.m.). Written by Irwin Rosten and narrated by KNXT newsman Bill Stout, the special documentary examined capital punishment and concluded that capital punishment should be abolished in California.

By phone and by mail the KNXT audience has responded in the hundreds, and the verdict was overwhelmingly in favor of the broadcast. Among those who expressed approval: Norman Corwin, writer of radio documentaries 15-20 years ago; Robert Guthrie, director of delinquency control at the U. of Southern Calif., and Byron M. Light, associate minister of the First Congregational Church of Riverside, Calif.

The same quality, experience and integrity that is identified with Blackburn and Company is now available to the West Coast through new offices at 404 California Bank Building, 9441 Wilshire Blvd., Beverly Hills, California.

COLIN M. SELPH

is ready to assist you with negotiations, financing and appraisals.

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON D. C.	ATLANTA	CHICAGO	WEST COAST
James W. Blackburn	Clifford B. Marshall	H. W. Casill	Colin M. Selph
Jack V. Harvey	Stanley Whitaker	William B. Ryan	California Bank Bldg.
Washington Building	Healey Building	333 N. Michigan Avenue	Beverly Hills, Calif.
STerling 3-4341	JAckson 5-1576	FInancial 6-6460	CRestview 4-2770

WIP Releases 'Search for Peace' As Public Service to Stations

WIP Philadelphia, which has been programming since January a public service series entitled *Search for Peace*, has announced the availability of 30 programs in the series for use by other radio stations.

The objective of the programming service, according to Benedict Gimbel Jr., president and general manager of WIP, is to start a freer interchange of programs between stations. "There are many great programs being created on a local level by outstanding radio stations. These programs must not be confined to the coverage limits of the stations producing them," Mr. Gimbel said.

Search for Peace is a WIP project to further interest in world peace, with a view toward seeking possible solutions. The series has included magazine articles, such as *Look* magazine's series, "Three Roads to Peace". WIP invited leading thinkers to contribute to its series, as well as accepting articles and suggestions from listeners. Speakers have included Arnold Toynbee, Rev. Martin Niemoeller, George Fielding Eliot, Pearl Buck and Eugene Lyons. The series has aired the audio portion of Marian Anderson's Asian tour which was shown on Edward R. Murrow's *See It Now*.

To aid distribution of the programs to other stations WIP received the support of the Junior League of Philadelphia, which has written other Junior Leagues in the U. S. to suggest to their local radio stations that they carry the WIP series. Promotion and publicity kits, and program run-down sheets are sent to each league chapter and to stations requesting information. A new series will be available in the spring, WIP reports.

WIP has received inquiries from Voice of America, WHEL Chicago, WVOS Liberty, N. Y., WRTI Philadelphia and a Melbourne, Australia, independent station inquiring in behalf of 110 stations in that country.

WNEP-TV Picks 'Sweet Sixteens'

WNEP-TV Scranton, Pa., is conducting a contest to select the teenager in its coverage area who most closely resembles the station's "Sweet Sixteen" symbol, a teenager attired in hat and shirtwaist dress holding a hatbox emblazoned with "Channel 16". The first representative contestant was chosen at a teenage dancing party on the roof of the Boston Store in Wilkes-Barre, Pa. Representatives will be chosen also from Bloomsburg, Scranton, Carbondale, Berwick, Sunbury, Hazleton and Williamsport, all Pennsylvania. At a later date one girl will be chosen to represent WNEP-TV throughout the year in Pennsylvania.

CHECKING *plans for the distribution of WIP Philadelphia's original public service series,* Search for Peace, *are Mrs. George Hauptfuhrer Jr., president of the Junior League of Philadelphia, and Benedict Gimbel Jr., president and general manager of WIP.*

WHOO Spots Ownership Change

To celebrate its change in ownership WHOO Orlando, Fla., attracted listeners' attention by playing Sheb Wooley's "Monkey Jive" record for 24 hours. The marathon build-up led to announcements the following day of six different promotions, three new disc jockeys and the station's "New WHOO" programming concept. Listeners were lured by girls who distributed free orchids in downtown Orlando. The station's changes were heralded through newspaper ads, billboards, taxi placards and airplane balloon drops. More than $4,000 in cash prizes was awarded during WHOO's celebration week.

WNBQ (TV) Gives News to Deaf

WNBQ (TV) Chicago was scheduled to unveil a new type of newscast this past Saturday (Sept. 20)—*World News for the Hard of Hearing*. Described as perhaps "the first program of its kind in television history," the weekly five-minute program features the simultaneous presentation of news by a regular announcer and in sign language by John M. Tubergen Jr., president of the Alumni Assn. of Illinois School for the Deaf. Viewers have a choice of reading the announcer's lips or the sign language. WNBQ points out there are an estimated 100,000 deaf televiewers in northern Illinois and has programmed the newscast at 3:40 p.m. next to NBC-NCAA football, regarded as popular fare for the hard-of-hearing. Newscast will be sponsored by Zenith Radio Corp.'s hearing aid division, through MacFarland, Aveyard & Co., Chicago.

WLS Series Sells Houses on Site

A new approach to merchandising and sale of new homes is claimed in a new daily series, *Coffee Klatsch*, on WLS Chicago. The program features Cliff Johnson, who originates the broadcasts from various home-building areas of 11 members of the Home Builders Assn., which, along with Culligan Soft Water Service and Joyce Bros. Storage & Van Co. serve as basic sponsors. Mr. Johnson talks with different families, integrating commercials in personal interviews and conversations and donating food prizes and gifts. The program sometimes emanates from his home in River Forest, Ill. Marvin E. Tench Adv. Agency, Oak Park, Ill., which originally pre-tested series on a group of suburban radio stations, is producer and coordinator of program.

WSPA-TV Films Ga. Murder Case

WSPA-TV Spartanburg, S. C., has presented to its viewers a 30-minute documentary of the James Fulton Foster story, the case of a Greer, S. C., man who was twice sentenced to the electric chair but who won his freedom by the confession of the real slayer of Charles Drake in Georgia.

Entitled "The Valley of the Shadow," the documentary was filmed on location in Jefferson County, Georgia, by the WSPA-TV news staff. Scenes included views of the bush under which the murderer left his torn levis, the roads he traveled with his companion before and after the crime and the river where the weapon was thrown. The film featured an interview with the confessed slayer, Charles (Rocky) Rothschild. During the film showing Aug. 22, the man who was held "in the valley of the shadow" for two years, James Foster, was interviewed by WSPA-TV newsmen. Mrs. Foster and their seven children also were introduced.

WLW Mails 'Key to Barn Door'

WLW Cincinnati is advertising its farm audience coverage with a mailing piece shaped like a doorlock with a gold metal key attached. Above the keyhole is written, "Lock the barn door before the horse is gone!" On the inside of the "barn door" the station reports that "67% of the farmers in the Midwest listen to WLW—four times as much as the next radio station—according to a complete new radio farm survey, which you'll soon receive."

WJW-TV Viewers 'Watch to Win'

In a cash giveaway promotion for home viewers called "Watch and Win" WJW-TV Cleveland, Ohio, is cooperating with the Ice Capades of 1958. The joint stunt, which requires no postcard entries or answers to questions, calls for the viewer to look for his own identification on the screen during

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

What do the people think ABOUT THE RAILROADS?

Editorial comment in the nation's press serves a dual purpose. It reflects public interest and it stimulates public thinking. On this basis, it can be said Americans are taking a healthy interest in the welfare of the railroads — still the most efficient, economical and dependable form of transportation. From March to June, 1958, 4,537 newspaper editorials discussed various phases of the railroad situation. Here is what they said:

Are railroads overregulated? Are today's regulations outmoded?
Of 1,448 editorials on this subject, 1,434, or 99% — said, "Yes!"
14 editorials, or 1%, said, "No."

•

Does subsidized competition place an unfair burden on the railroads?
Of 522 editorials on this subject, 509, or 98% — said, "Yes!"
13 editorials, or 2%, said, "No."

•

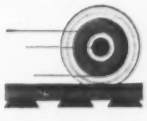
Are the railroads unfairly taxed?
Of 608 editorials on this subject, 603, or 99% — said, "Yes!"
3 editorials said, "No." 2 editorials said, "Don't know."

•

Should the railroads be free to dispense with deficit operations?
Of 1,301 editorials on this subject, 1,151, or 89% — said, "Yes!"
111 editorials, or 8.5%, said, "No." 39 editorials, or 3%, said, "Don't know."

•

Should wartime Federal excise taxes on transportation be removed?
Of 987 editorials on this subject, 984, or 99% — said, "Yes!"
2 editorials said, "No." 1 editorial said, "Don't know."



ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D. C.

the movies shown on the station's *Big Show*. The identification clues include a first name, a house number and part of a phone number. If for example, a viewer can identify himself as John at 9100 and phone TO 1-2 he can win at least $100. The money accumulates each night there is no claimant.

KDKA-AM-TV Race at County Fair

As a wrap-up stunt for their summer promotion campaigns, KDKA-AM-TV Pittsburgh featured their personalities in a "race between Texas and Alaska" before the grandstand crowds at the Allegheny County Fair on Labor Day.

Dressed in the legendary costumes of the Old West, Ed Schaughency and Jim Williams, KDKA newscaster and disc jockey, respectively, represented Texas in a pony-drawn cart. The Alaskan team included Hank Stohl and Carl Ide of KDKA-TV in a sled-with-wheels, pulled by six Alaskan huskies. Before reaching the starting line the rivalry was marked with a "ripe tomato and pie-throwing fight. The Alaskans then pulled the KDKA-TV team off to victory.

KOLN-TV Hosts N. Y. Timebuyers

Some 400 Madison Ave. timebuyers lunched in New York Sept. 12 as guests of KOLN-TV Lincoln, Neb. They were greeted at the door by appropriately-garbed models who handed them cards reading "Don't be half-covered, call Judson 6-5536." Those who did call were greeted by KOLN-TV's representative, Avery-Knodel, with the latest basic information on the "best buy of Lincolnland." At the lunch presentation, station vice president-general manager A. James Ebel and sales manager Les Rau showed kinescope clips of KOLN-TV personalities in selling episodes.

WGTM Holds Tobacco Sale Contest

WGTM Wilson, N. C., and the Wilson Tobacco Market awarded $100 to the winner of WGTM's annual Brightleaf Sweepstakes contest. Contestants were asked to guess the number of pounds of tobacco that would be sold on opening day of the tobacco market. A Snow Hill, N. C., man came closest to the actual total of 1,554,722 pounds sold.

HOOTY SAPPERTICKER—FUN SYMBOL

Hooty Sapperticker was born at KFWB Los Angeles in the imagination of d.j. Al Jarvis. Hooty's fame skyrocketed under the care and guidance of the KFWB disc jockeys. The legend of Hooty Sapperticker grew through various station promotions, and currently, he is encouraging a get - out - the-vote campaign by saying "It's Fun to Vote."

The name of Hooty Sapperticker became a real person to millions of Southern Californians when Mr. Jarvis suggested during his *Make-Believe Ballroom* show that everyone write Hooty's name in the lower right hand corner of any writing surface in California to honor Hooty as founder of "No Special Day." Mr. Jarvis then designated the following Monday as "No-Special Day." Many businesses and schools since then have been celebrating such a day each month. Hooty became immortalized in song and in the phrase "Howdy, Hooty, Cutie."

Hooty became interested in politics through the urging of Bob Purcell, president and general manager of KFWB. Hooty became disturbed that when it came time to vote many people would stay away from the polls. KFWB decided to render an all out effort to get out the vote in the most literal sense through the element of fun. Hooty became the symbal for that element.

To fulfill his new position on the political horizon, Hooty filed as a candidate for the office of governor and senator. He selected Barbara Wilson, 21-year-old starlet to represent KFWB as "Miss It's Fun to Vote." Hooty has 18-year-old twins, Barbara and Beatrice Blatchford, to assist his campaign. Hooty, Miss Wilson and the twins will make personal appearances in Southern California to stimulate voting. KFWB plans special contests, parades and recently featured the promotion in the station's booth at the Los Angeles County Fair.

Hooty's campaign has picked up speed through the distribution of "Howdy-Hooty-Vote" lapel pins and Howdy Hooty bumper strips, which will be used in a KFWB cash bonus contest. A number of executives in the radio-tv industry have been appointed to Hooty's cabinet. Sol Taishoff, editor and publisher of BROADCASTING, received a certificate appointing him as "Lieutenant Governor of Occupied Los Angeles and is hereby designated a member of Cabinet of Hooty Sapperticker dedicated to the promulgation of the platform 'It's Fun to Vote.'"

WORD Launches Promotion Drive

WORD Spartanburg, S. C., launched a station promotion campaign before Labor Day with a mystery "Walking Man" contest. The person who correctly addressed the mystery man with the phrase—"Have you heard the 910 WORD?"—was awarded $100.

During the Labor Day weekend, WORD aired remote broadcasts from a Sears, Roebuck & Co. parking lot, with various sponsors. An automobile dealer credited the broadcasts for the sale of five new cars and seven used cars. In cooperation with the Royal Crown Bottling Co., WORD served more than 10,000 soft drinks from the station's booth on the parking lot.

Another segment of WORD's campaign included three models, wearing swimsuits and sandwich signs which read—"I have nothing on but the 910 WORD." In a beauty contest in which more than 7,000 persons cast votes with numbered tickets, lucky numbers holders were awarded record albums or transistor radios. As a continuing promotion WORD has distributed in the city more than $5,000 in new one-dollar bills, with consecutive serial numbers. "Lucky numbers" are aired twice each hour. Holders have 15 minutes to get to the studio to collect $9.10 for the bill.

Hoopsters Surprise WMOH D.J.

Norm Keller, d.j. at WMOH Hamilton, Ohio, invited young listeners to a drive-in restaurant parking lot for a "hula-hoop contest" and expected to have a winner in 20 minutes. Mr. Keller had to divide the large number of entrants into two groups and proceeded to judge the hoop swingers' skill—from 7:30 p.m. until 1:10 a.m.

WBZ Prize Features Lanin Band

An appearance by Lester Lanin and his Orchestra is the prize offered the winner of the WBZ Boston "Good Neighbor Block Party" contest. Five WBZ personalities are

Cincinnati's Most Powerful Independent Radio Station

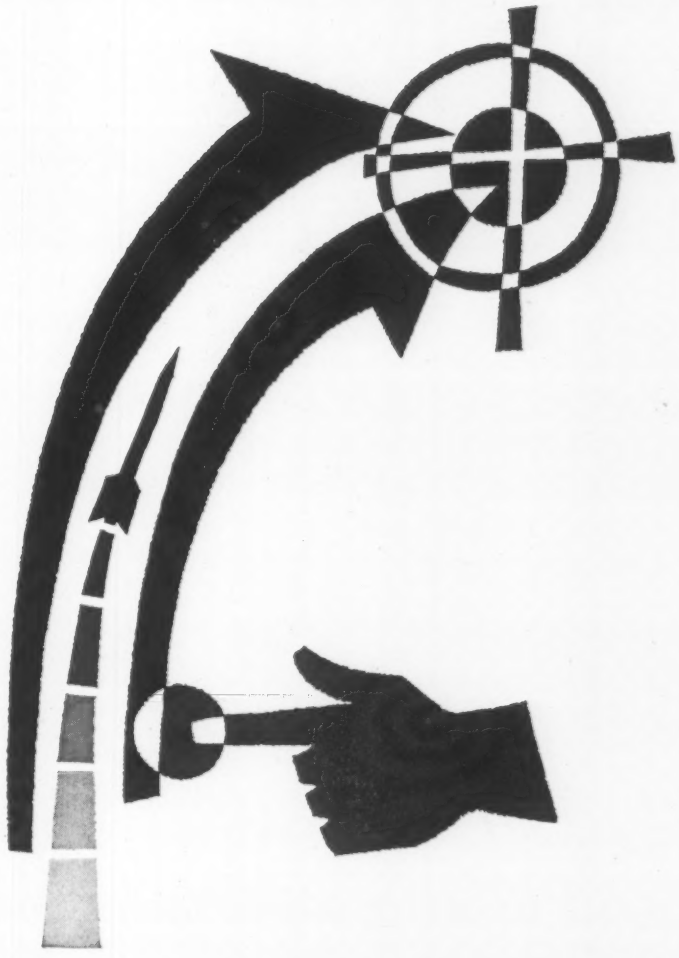
50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week



TELLING THE MISSILE WHERE TO GO

. . . and how to get there!

The button is pushed. The missile rises from the launching pad – slowly – then roars into space.

But the problem has just begun! Now the "brain" inside the missile takes over. This is the crucial part of missile warfare.

The target must be found – or met head-on – or overtaken. The missile must be *steered*. It must change course, double back if necessary. It must "think" its way to the enemy.

What ITT is doing about it

Since 1949, top scientists in ITT laboratories have been deeply engaged in missile guidance and control. They are deeply engaged now – playing a big role in national defense–working with the Navy, the Air Force, the Army, universities and associated laboratories, and other manufacturers.

They developed the complete airborne guidance for TALOS, the Navy's deadly "flying fish" launched from guided-missile cruisers. They developed the complete guidance for the Army's LACROSSE, including ground, air, tracking, and computing equipment. They helped with RASCAL, an Air Force air-to-surface missile. They developed the launching and firing controls and test equipment for the Air Force's BOMARC missile. They are designing and building communication networks for the ATLAS intercontinental ballistic missile.

Experience—where it counts

ITT is especially qualified for missile guidance development–because of long experience and special skills in air navigation and radar.

Other skills count heavily too – in infrared detection and homing, direction finders, inertial systems, computers, semi-conductors. ITT is also rich in these skills, and has the research laboratories and expanding manufacturing plants to carry the work forward.

Depend upon it – when the missile is launched, it will know where to go . . . and how to get there.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N. Y.

FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION
ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS, INC. • INTERNATIONAL STANDARD ELECTRIC CORPORATION
KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • LABORATORIES
AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

"IS THAT BEAM STRAIGHT?" "Here comes more cement!" Such remarks likely are heard from the trio peering through outsized knot holes (top picture) as they watch construction progress of new facilities for KGB-AM-FM San Diego, Calif. The "inspectors" include (l to r) Bob Regan, station manager, President Marion Harris, and Herb Wixon, sales manager. These founders of the "KGB Sidewalk Superintendents Club" enrolled more than 100 San Diego advertising agency executives and business leaders into the club as lifetime charter members. Invitations to a luncheon meeting followed. The new members donned appropriate headgear (lower left) as they lined up for their regulation workmen's lunch pails, containing fried chicken and thermos bottles of martinis. In the lower right picture President Harris welcomes the members to "headquarters" and the building preview. Located on San Diego's Pacific Highway, the 4,400 sq. ft. Broadcast Center is scheduled to have its formal opening in November.

asking their listeners to write a letter telling what the writer would do with the proceeds from a block party in his community. Each d.j. will salute a "Good Neighbor" daily on his program. Daily winners will receive Lester Lanin record albums and also will be eligible for the top prize. On Sept. 26 WBZ will stage a dance in the winners community, featuring the Lanin orchestra, local talent, recording artists and the WBZ disc jockeys.

Timebuyers Fly to Island Party

New York and Chicago agency timebuyers were flown to Michigan Sept. 10 for a two-day Mackinac Island party. James Gerity Jr., WNEM-TV president, was host. Members of the Edward Petry & Co. staff participated in the party, which included a visit at the station's Flint office. Gov. G. Mennen Williams, of Michigan, described economic advantages of the state at a luncheon held at the Wenonah Hotel, Bay City. Sixty timebuyers were guests.

KNUZ D. J. Sets Underwater Mark

Arch Yancey, d.j. at KNUZ Houston, Tex., laid claim to an underwater endurance record of 42 hours and two minutes after spending the better part of the Labor Day weekend in a plastic bubble on the bottom of a Houston swimming pool. Mr. Yancey conducted broadcasts from the pool bottom, and KNUZ newscasters kept listeners advised of his endurance progress. A compressor hose attached to the bubble replenished Mr. Yancey's air supply. He emerged at 12:02 a.m. Sept. 2, and checked into a hospital for rest and a physical check-up.

Birth Telecast on KBTV (TV)

Viewers of KBTV (TV) Denver Sept. 8 witnessed the birth of a child by Caesarean section telecast from Denver's Presbyterian Hospital in a program produced by KBTV and the Colorado State Medical Society. Sponsored by Ling Closed-Circuit Television Cameras, the program showed the preparation of the operating room, explanation of why a Caesarean section is performed, the delivery and care of the baby and the clean-up procedure in the operating room after the operation. Talks with the doctor and the pediatrician concluded the telecast.

WCCO Winners Must Lose Prize

Only women are eligible to enter the contest on the *Randy Merriman Matinee* at WCCO Minneapolis, Minn., but only men get the prizes, according to WCCO. Each afternoon Mr. Merriman broadcasts a new clue to the name of the wild animal of the week. Sportcaster Halsey Hall follows up with additional clue comment on his evening sports show. Women listeners write their answers on postcards and one winner is selected each week. The prizes are hunting trips to Wyoming this fall—for men only.

CBS Delinquency Report Studied

The verbatim transcript of the CBS Radio broadcast on juvenile delinquency, "Who Killed Michael Farmer?", has been sent to more than 6,000 science writers, editors and public health officials by the medical department of Ross Labs., Columbus, Ohio. The transcript was published in full in the July-August issue of "Developments in Infant and Child Care," a newsletter regularly distributed by Ross Labs., and sent to its mailing list. The documentary broadcast was carried on CBS Radio on April 21, 1958 and rebroadcast on April 30.

Star Stations Host Luncheon

A color slide presentation depicting the role of KOIL Omaha and KMYR Denver in their respective communities was made during a luncheon in New York Sept. 9 for 128 agency account executives, timebuyers and media supervisors. The hosts were officials of the Star Stations, owner of the outlets. Charles S. Crabtree, general manager of KMYR, narrated the presentation. Don Burden is president of the Star Stations.

Motorcades Parade NBC-TV Shows

As part of the network's plan to publicize the 1958-59 tv program schedule, a series of motorcades has been set by the NBC Exploitation Dept. in more than 22 major NBC-TV affiliates' cities. The first motorcade was held in New York last Tuesday (Sept. 16) with a 24-vehicle "Carvalcade of Shows," with each of the vehicles carrying banners naming the programs and sponsors.

'Fluff' Loser to Get Homework

WKNY Kingston, N. Y., is offering as the prize in its contest for listeners the station announcer who commits the most "fluffs" as detected by listeners. The winner will get the losing announcer for three hours during which he will do the shopping, mow the lawn, baby sit, or any other household task asked of him.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. SCHAFFER

ROBERT H. SCHAFFER, former Postmaster of New York, elected chairman of board of Lawrence Kane & Artley Inc., New York, advertising agency. Mr. Schaffer, postmaster from 1954 to 1957, had been chairman of plans board of Lawrence Kane & Artley Inc., and its director of public relations.

HARRY D. BARGER, v.p., elected director and **HARRY A. JOHNSON,** account executive, v.p. at Wherry, Baker & Tilden Inc., Chicago agency.

MR. PASSMAN

ROY PASSMAN, appointed manager of radio-tv department at Bryan Houston Inc., N.Y. He reports to **WILLIAM B. TEMPLETON,** who is v.p. and radio-tv director of agency. Mr. Passman most recently was manager of NBC-TV network program administration and previously assistant tv network program manager. Other positions held by Mr. Passman include operations manager for former DuMont Television Network; program manager of WOL Washington and production manager of WTOP Washington.

CARIGHTON KNAU resigns as account executive for Purina broadcast advertising at Gardner Adv. Co., St .Louis, to open Knau Feed and Farm Service at Iowa City. He is succeeded by **KENNETH HIERONYMUS,** assistant account executive in farm group. **TERRY REES,** formerly with D'Arcy Adv. Co. and Monsanto Chemical Co., St. Louis, to Gardner as copywriter on farm accounts.

CHARLES C. DAVIS JR., general sales manager, Miller Brewing Co., Milwaukee, takes on new duties as marketing director with overall responsibility for advertising, merchandising and sales functions. **EDWARD G. BALL,** previously advertising manager, to advertising and sales promotion chief. **FRANCES M. BEAUDERT,** sales training and personnel manager, appointed manager of market research and sales planning.

HOWARD W. ANDERSEN, v.p. and senior art director at Leo Burnett Co., Chicago, appointed v.p. in charge of agency's art department. He succeeds **JAMES YATES,** resigned to rejoin J. Walter Thompson Co., N.Y.

FRANK CLARKE, v.p. and production manager of Erwin Wasey, Ruthrauff & Ryan Inc., L.A., takes on additional duties as systems manager, coordinating internal and inter-departmental operations of office.

LEONARD V. COLSON resigns as Mennen Co. advertising director to join Warwick & Legler Inc., N.Y., as v.p. and member of plans board. He will concentrate on agency's marketing activities.

JAMES LUCE, associate media director of J. Walter Thompson Co., N.Y., who has been recuperating at Veterans Hospital, Madison, Wis., is expected to remain there for extended stay. Mr. Luce's primary media responsibility is Ford account at JWT including Ford Div., Ford dealers and English-built Ford car.

GENE MARTELL named head of radio and tv commercial production for Young & Rubicam, San Francisco. He was recently transferred to West Coast from the agency's New York headquarters where he was producer of film commercials.

CHARLES E. DILL, formerly Southern div. sales manager, Tile-Tex div. of Flinkote Co., named sales manager for Tile-Tex and industrial products div. of company, headquartering in New York.

WILLIAM R. MINER, formerly public relations director at Needham, Louis & Brorby Inc., Chicago, appointed to similar capacity at Peoples Gas Light & Coke Co., Chicago, effective Oct. 1. He succeeds **CLAYTON G. CASSIDY,** named assistant to v.p. in charge of sales.

JEROME KEMPLER, former account executive with Kudner Agency, N.Y., to Shaller-Rubin Co., N.Y., as media director.

NATHAN SCHILLER, previously manager, technical services, Market Planning Corp., affiliate of McCann-Erickson Inc., appointed director of technical services for marketing and social research division of The Psychological Corp., N.Y.

RAY CORMIER from sales director of Continuing Consumer Panel of Research, L.A., to creative director of Edward S. Kellogg Co., Los Angeles advertising agency.

F. MICHAEL CARROLL, v.p. and account executive of J. R. Pershall Co., Chicago, and formerly with Fulton, Morrissey Co. agency, to Chicago office of Compton Adv. as account executive.

HARRIET E. BENTON, formerly with MBS New York, appointed copy chief for Ray Barron Adv., Boston.

ARMELLA SELSOR, previously with Henri, Hurst & McDonald, Chicago, promoted to assistant media director of North Adv., Chicago. Promoted to media supervisor was **ELAINE PAPPAS. BARBARA SWEDEEN** named assistant media buyer.

WILLIAM W. ROSE, previously with Campbell-Ewald Co., Detroit and New York, to Grant Adv., Detroit, in radio-tv department.

DONALD COLEMAN, formerly advertising representative at *Chicago Sun-Times*, to Edward H. Weiss & Co., Chicago, as media supervisor.

WENDELL HOLMES, with D. P. Brother & Co., Detroit, for 12 years, appointed member of copy and technical group servicing AC Spark Plug account, division of General Motors.

ELSTON HUNT BERGEN III, previously with Wilson, Haight, Welch & Grover Inc., Hartford, Conn., as account executive, to K. C. Shenton Co., Hartford, in similar capacity.

FREDERICK J. NABKEY, formerly product manager in Foods Div. of Lever Brothers, N.Y., to Donahue & Co., N.Y., as account executive in agency's grocery products division.

RICHARD H. JACOBS, formerly with Ross Roy Inc., in Chicago office, joins Noble-Dury & Assoc., Nashville, Tenn., as part of continued expansion of facilities and services at Noble-Dury operation in Memphis. Mr. Jacobs is first of series of additions to Memphis staff.

MORT REINER, media supervisor, Product Services Inc., to timebuyer, Hicks & Greist Inc., N.Y.

EARL COLE, formerly copy writer at Bozell & Jacobs Inc., Chicago, to Tatham-Laird Inc., Chicago, in similar capacity.

WILLILAM G. HANLON, 44, formerly publicity supervisor at Young & Rubicam, Chicago, and on public relations staff of Hudson Motor Car Co., died Sept. 4 in New Haven, Conn. He also worked for United Press Assns. and *Rockford* (Ill.) *Morning Star*.

FILM

STAN SMITH, v.p. of Official Films Inc., N.Y., appointed to head company's sales department. His first assignment will be to expand department.

FREDERICK W. WILE, former NBC v.p. recently associated with **S. L. (PAT) WEAVER,** former NBC president, in his tv program service, has joined MGM-TV as director of business affairs. **ROBERT NORVETTE** will continue as business manager under Mr. Wile.

GERALD E. LIDDIARD, formerly eastern manager of Guild Films Co., N.Y., to Jayark Films Corp., N.Y., as v.p. of sales.

BARBARA HOFF and **DOROTHEA HARDELL** signed as account executives to tour nation on behalf of Comet Distributing Corp.'s tv series, *Satellite Police*. Miss Hoff was formerly with Baker Air-

THE LEADER IN ATTENUATORS FOR 28 YEARS

Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

PEOPLE CONTINUED

craft, Miss Hardell with Eclipse Productions.

PAULINE MARSHALL, formerly with Buchanan & Co., N.Y., as account executive, named New York representative for Le Ora Thompson Assoc., animation firm. Address: 225 E. 54th St.; telephone: Pl. 9-2424.

NICHOLAS D. NEWTON, formerly salesman, Academy Pictures Inc., to account executive, Bill Sturm Studios Inc., N.Y.

GULIO ANFUSO, formerly story editor for TCF-TV, Twentieth-Century subsidiary, appointed assistant to **JACK EMANUEL,** story editor of Warner Bros. television division.

JERRY LEE, formerly western sales manager of Official Films Inc., has joined western sales staff of MCA-TV Film Syndication Div.

JAMES LAWRENCE FLY JR., formerly with The Katz Agency Inc., N.Y., in sales capacity, named account executive for National Telefilm Assoc.'s broadcast properties (WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul). Mr. Fly is son of **JAMES LAWRENCE FLY SR.,** former FCC chairman who is now with communications law firm of Fly, Shuebruk, Blume & Gaguine, New York and Washington.

LEE COOLEY, CBS-TV contract producer, after securing release from network, has joined Paramount Tv Corp., Hollywood, as executive programming director. Mr. Cooley will work both with tv film production at studio and at KTLA (TV) Los Angeles.

FERNANDO C. ALVAREZ, formerly head of public relations for Peliculas Candiani de Mexico, Mexican film producer, appointed Mexican representative for ABC Films, replacing **ALEX DUNCAN,** resigned. ABC Film's Spanish dubbed programs currently available in some Mexican markets include *26 Men, Sheena, Queen of the Jungle, Racket Squad, Code 3, Passport to Danger,* and *The Three Musketeers.*

JOSEPH DACKOW, previously associate producer on tv series, *The Investigator,* appointed assistant to producer of National Telefilm Assoc.'s *The Third Man.*

GEORGE GILBERT, formerly with Official Flms Inc., N.Y., has joined Flamingo Telefilm Sales Inc., N.Y., to cover Ohio Valley and Michigan areas. **JEFF DAVIS** has rejoined Flamingo after leave of absence and will head Atlanta office.

NETWORKS

MR. GODWIN

CHARLES GODWIN, assistant to president of Mutual since last March, promoted to v.p. for stations. Mr. Godwin is credited with having played key role in adding 98 affiliates to network's roster in past six months, boosting total of MBS outlets to 448. Mr. Godwin earlier served Mutual from 1945 until 1954 as director of station relations. Subsequently he was director of station relations for ABC radio before returning to Mutual.

LOUIS F. SANMAN JR., ABC-TV production coordinator in Hollywood, named to succeed **JAMES MANDULEY,** resigned as manager of production services in Hollywood. **JAMES WASHBURN,** with ABC-TV five years, appointed to assume Mr. Sanman's former duties.

MARCIA DIXON, former production assistant, Kenyon & Eckhardt, N.Y., to ABC-TV's *Dick Clark Show* (Sat. 7:30-8 p.m.), as assistant to producer **DEKE HEYWARD.**

WARNER LAW, veteran writer for motion pictures, radio and tv, signed as west coast story editor of NBC-TV series, *The Further Adventures of Ellery Queen,* debuting Sept. 26. Mr. Law has written teleplays for late *NBC Matinee Theatre* and authored both radio and tv versions of *Calvacade of America.*

NEWSMAN'S HOLIDAY

Newsman Jim Watt of KSTT Davenport, Iowa, left the studio recently after a full day covering a man-hunt in Preamption, Ill., and the questioning of a bank-robbery suspect at Aledo, Ill.

Upon arriving home, Mr. Watt was sent to the supermarket by his spouse. When he got there the market was being held up by four desperados. He waited prudently and following their departure, hustled to a telephone with all pertinent information. KSTT broadcast a live beeper report 13 minutes after the robbery took place.

STATIONS

JOHN W. REMINGTON, president of Lincoln Rochester Trust Co., Rochester, N.Y., elected director of Gannett Foundation. Foundation, through ownership of most Class A common stock of Gannett Co., controls Gannett Group of 22 newspapers, four tv stations and four radio stations in New York, New Jersey, Connecticut, Illinois and California.

ALAN SIMMS, formerly of Chilton Publications and WIP Philadelphia, named audience promotion supervisor of WCAU-TV Philadelphia. **BUR SIENKIEWICZ,** formerly of Mel Adams & Assoc., New York public relations firm, named WCAU-TV press information supervisor. Mr. Simms was mistakenly described as press information supervisor in Sept. 15 issue of BROADCASTING [AT DEADLINE].

ROBERT LEMON, program manager of WRCV-TV Philadelphia, transferred to Chicago as general executive of NBC's Chicago stations, WNBQ and WMAQ. **WILLIAM DECKER** named director of tv sales for WNBQ, replacing **RUSSELL STEBBINS,** appointed manager of WNBQ local sales. **STANLEY BRIGHTWELL,** WRCV-TV, appointed film coordinator of WNBQ. **HARRY WARD,** NBC Chicago continuity acceptance manager, resigns to join NAB.

MR. BACUS

ROY BACUS, WBAP-AM-FM-TV Fort Worth, Tex., commercial manager, promoted to station manager, succeeding **GEORGE CRANSTON** remaining as station consultant. Other WBAP-AM-FM-TV changes: **JACK ROGERS** to commercial manager; **L. F. (CURLY) BROYLES** to regional sales manager, and **HERMAN CLARK** to head of radio programming and sales. **RUPERT BOGAN** promoted to chief engineer replacing **R. C. STINSON** remaining as engineering consultant. **A. M. WOODFORD,** formerly radio program director, to operations manager.

MR. HARKRADER

JOHN HARKRADER, assistant v.p. of Roanoke (Va.) *Times-World* Corp., named manager of WDBJ-TV Roanoke. Mr. Harkrader joined WDBJ as salesman. **FRANK E. KOEHLER,** WDBJ-AM-FM sales manager, elevated to station manager. Mr. Koehler will also handle duties of commercial manager. **RAY P. JORDAN,** v.p. of broadcasting of Times-World Corp., announces division of broadcast activities effective Oct. 1.

MR. KOEHLER

KENNETH I. TREADWELL JR., v.p. and managing director of WBTV (TV) Charlotte, N.C., named member of newly-created Presbyterian Committee on Television, Radio and Audio-Visuals.

MR. BLASHEK

ROBERT D. BLASHEK will become president and general manager of KCMJ Inc. (KCMJ Palm Springs, Calif.) upon FCC approval of station's sale to that corporation. KCMJ had belonged to Palm Springs Broadcasting Corp. Mr. Blashek has served as station executive v.p. for past four years. **NORMAN W. LOFTHUS,** station manager, and **HOWARD KAUFMAN,** sales manager, will continue in present positions.

STAN H. EDWARDS, account executive, WICC Bridgeport and formerly at WLIZ Bridgeport, to WTRY Troy as sales manager.

MR. SIMPSON

DENE SIMPSON, KCOK Tulare, Calif., sales manager for past three years, promoted to executive post of v.p. in charge of sales for KCOK Inc. Mr. Simpson will have complete charge of sales planning and promotion. **JACK STUBBS,** formerly with KFSD-TV San Diego sales department, to KCOK sales staff.

WILLIAM B. MURPHY, owner of KPVA Camas, Wash., named general manager of KLYK Spokane, Wash. Mr. Murphy entered radio as announcer at KIT Yakima, Wash., in 1940.

MR. CARTER

KEN CARTER appointed manager of WMAL-AM-FM Washington effective Sept. 29. Mr. Carter will fill vacancy created by resignation of **ROBERT JONSCHER** in 1957. His appointment follows recent selection of **RUPE WERLING,** former v.p. of WBIG Philadelphia, as station and promotion manager. Mr. Carter has been with WITH Baltimore as account executive, with WBAL Baltimore as commercial manager and in 1950 became v.p. and general manager of WAAM Baltimore. He resigned in 1957 to form Carter, Lee & Assoc., Baltimore, station relations firm.

DEL W. HOSTETLER, with WRCV-TV Philadelphia since 1949, named production manager, succeeding **GEORGE W. CYR,** promoted to director of tv programs.

GEORGE R. RATLIFF, previously radio-tv salesman for WJDX and WLBT (TV) both Jackson, Miss., joins WJQS Jackson sales staff.

THOMAS E. MOORE JR., account executive for

United Press International news produces!

WBAL Baltimore, Md., for eight years, elevated to assistant to sales manager.

MR. WALKER

HAROLD F. WALKER, formerly v.p. in charge of sales for WDIA Memphis, Tenn., promoted to v.p. and national sales manager of Rounsaville Radio's six Negro properties. **JOHN FULTON,** formerly Rounsaville general sales manager, elevated to v.p. of all seven Rounsaville stations to supervise local sales as well as handle national sales of WQXI Atlanta, Ga. Mr. Walker joins Rounsaville effective Nov. 1.

MR. FULTON

RUSSELL A. GOHRING, assistant general manager and v.p. of WNEM-TV Bay City (Midland, Saginaw, Flint), Mich., promoted to general manager and v.p. Mr. Gohring was previously v.p. and general manager of WOHO Toledo, Ohio.

MR. CADY

CHARLES S. CADY, assistant tv code director at NAB, has resigned effective Oct. 15 to become national sales manager of WCSC-TV Charleston, S.C., according to **ROLAND WEEKS,** station manager. Mr. Cady joined NAB four years ago after serving with WBNS-AM-TV Columbus, Ohio. He is graduate of Ohio State U. and was captain in Signal Corps in World War II.

KARL NELSON, WTAR-TV Norfolk, Va., sales development director, promoted to national sales manager. Mr. Nelson was previously sales manager of WICU-TV Erie, Pa.

JOHN RUMSEY, research analyst, N. W. Ayer & Son, Philadelphia, to account executive, Keystone Broadcasting Co., N.Y.

ANTHONY B. (BILL) HARTMAN to WJZ-TV Baltimore as account executive.

JEROME M. LANDAY, former KDKA Pittsburgh news director, and more recently, with WRCA New York and Mike Wallace's Newsmaker Productions Inc., to WBZ-WBZA Boston-Springfield as news and special events director. He succeeds **CHARLES W. GRAY,** resigned to join KMBC Kansas City as member of news staff.

JUDY LOMONEY, named assistant public affairs director, WHLI Hempstead, N.Y. She succeeds **MARY BRACKEN,** resigned.

EDLOIE VAN CAMP, KBIG Avalon (Catalina Island), Calif., music department, promoted to sales service manager in Hollywood office, replacing **MARY SEILBACH,** resigned.

RUT KAPUSTI, continuity department, WKBN Youngstown, Ohio, to continuity director of WING Dayton, Ohio. Other WING appointments: **WILMA CLAYPOOL,** from traffic department, WONE Dayton, to traffic director and **GEORGE DUNLEVY,** news department WKBN, to program director.

PAT HIGGINS, previously news manager of WBUF (TV) Buffalo, N.Y., joins KFSD-TV San Diego, Calif., as news director.

DOROTHY DUNBAR BROMLEY, associated with WMCA New York since 1952, appointed director of community relations.

JOYCE TROMBLEE, formerly with KWDM Des Moines, Iowa, to KSO Des Moines as traffic manager.

PAUL EVERMAN, formerly with WPVA Petersburg, Va., named assistant director of information and radio editor for Kentucky Farm Bureau Federation with offices in Louisville.

BYRON OPENSHAW, previously with KSL-TV Salt Lake City, Utah, as producer, director and announcer, to KUED (TV) Salt Lake City (U. of Utah station) as production manager.

FRIEDA R. SWEARER, formerly member of Retail Advisory Committee of Baltimore Junior Col-

NOT JUST ROCK 'n' ROLL . . . *the fact is*

K-NUZ is NO.1* with the ADULT HOUSTON AUDIENCE!

K-NUZ delivers the largest Purchasing POWER*

or *Adult Spendable Income* Audience in the Houston Market!

Special PULSE SURVEY (Apr.-May 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston. NIELSEN (June, 1958) proves K-NUZ has the largest adult audience from 6 A.M. to 6 P.M. Monday thru Friday.

Send for a Copy of SPECIAL PULSE (Purchasing Power Delivered by Houston Radio Stations —Apr.-May, 1958)

TO REACH THE PEOPLE WHO BUY IN HOUSTON

AIMS Association of Independent Metropolitan Stations

IT'S K-NUZ STILL THE LOWEST COST PER THOUSAND BUY!

Kay-News K-NUZ Radio Center Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle
Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

PEOPLE CONTINUED

lege, joins WMAR-TV Baltimore as promotion co-ordinator and assistant to promotion manager.

GEORGE STEPHENSON, formerly chief engineer with WEEK Peoria, Ill., and NBC Chicago, to KSTT Davenport, Iowa, in similar capacity. Other KSTT appointments: **TOM ELKINS** and **MARK STEVENS,** air personalities, formerly with WOC Davenport and WEEK; **LISA JELLINEK,** account executive, formerly with WOC, and **SUE ZIKA,** continuity director, former school teacher.

HARTWELL CONKLIN, formerly with WFMY-TV Greensboro, N.C., named production manager of WLOF-TV Orlando, Fla.

JOSEPH CAVALIER, formerly director with Universal-International, to KTLA (TV) Los Angeles as staff director.

JIM KITHCART, formerly with KMYR Denver, Colo., as program director, to KRIZ Phoenix, Ariz., in similar capacity. **JOHN THOMPSON,** previously with KHEY El Paso, Tex., as news director, to KRIZ in same post.

TAYLOR JAMES, air personality at WGAR Cleveland, has joined KFRC San Francisco to conduct the *Taylor James Show,* Monday-Friday, 1-4 p.m., and Saturday, 10:45 a.m.-3:30 p.m.

BILL KENNEALLY, previously with CBS Radio news as analyst and reporter, joins KTLA (TV) Los Angeles news bureau.

PAUL MONTAGUE and **DERRICK TAYLOR** join KTRK (TV) Houston, Tex., art department. Mr. Montague was formerly with WTVN-TV Columbus, Ohio. Mr. Taylor, born in London, with KPRC-TV Houston.

IRA COOK, KMPC Los Angeles d.j., signed by KHVH Honolulu, T.H., to do weekly 30-minute taped show on latest information of what is happening on Hollywood musical scene.

BOB MARTIN, previously with KMYR as program director, to KDEN both Denver, Colo., as air personality. **BEN BEZOFF** returns to KDEN as d.j.

BILL RICE, previously with WSAI Cincinnati as announcer-d.j., to WKRC-TV Cincinnati as announcer.

REX MILLER, formerly air personality on KIOA Des Moines, Iowa, to KOOO Omaha, Neb., in similar capacity.

PATRIC MYERS JR., recent Northwest Schools, Portland, Ore., graduate to WEAT West Palm Beach, Fla., as projectionist. Other Northwest graduates and their placements: **JAMES ODOM,** to XEM-TV Mexicali, Mexico, as announcing-sales-camera man; **ELMER HERBRANSON,** to KTIV (TV) Sioux City, Iowa, as film editor; **LEONDELE LaMIAUX,** to KXLF-TV Butte, Mont., as cameraman; **FRED BEHR,** to KWIL Albany, Ore., as announcer; **RODNEY C. ANDERSON,** to KFLW Klamath Falls, Ore., in announcing-sales position; **LEWIS B. FARAH,** to KGAL Lebanon, Ore., as announcer-engineer; **JERRY HARRIS,** to KRNR Roseburg, Ore., as announcer; **EDWARD GRAY,** to KSYC Yreka, Calif., **TOM COLVIN,** to KFAR Fairbanks, Alaska, as staff announcer, and **IRVING ROVANG,** to KLO Ogden, Utah, as d.j.

PATTI SEARIGHT (second from left), program director of WTOP-AM-FM Washington, displays her beribboned gavel on the night of her inauguration as president of the Washington chapter of American Women in Radio and Television. Mary Lois Dramm (second from right), supervisor of sales traffic for WRC-AM-FM-TV, was inaugurated as AWRT vice-president. Retiring President Beryl D. Hines of *Tv Digest* presented the gavel which was given to the club in 1955 by Speaker of the House Sam Rayburn (D-Tex.). Also in picture (taken at the Sheraton-Carlton Hotel Sept. 11) are (l to r) FCC Comr. Robert Bartley and John S. Hayes, president, Washington Post Broadcast Div.

ISABEL WILDER died Sept. 15 in Santa Barbara, Calif. Services were held at Fairchild-Meech Mortuary, Syracuse, N. Y., past Friday, Sept. 19. Mrs. Wilder was wife of **COL. HARRY C. WILDER,** formerly majority owner of WTRY Troy and WTRI (TV) Albany, both New York. Col. Wilder was principal owner before that of WSYR Syracuse, which he sold to Newhouse newspaper group in 1950.

EDWARD T. CARSTENS, 61, engineer at WGN Chicago for past 32 years, died in Mercy Hospital Sept. 13.

REPRESENTATIVES

ALLAN S. KLAMER, broadcast media director of Management Assoc., in charge of radio and tv activities of Slenderella account, to Jack Masla & Co., N.Y.

BILL BAUER, formerly account executive at Forjoe & Co., Chicago, to The Bolling Co., Chicago, in similar capacity.

FRANK CARLSON, formerly with Forjoe & Co., N. Y. station representative, as account executive, to radio sales staff of Avery-Knodel, N.Y.

TRADE ASSNS.

ROBERT E. SVOBODA, distributor sales manager of Amphenol Electronics Corp., Chicago, elected first v.p. of Assn. of Electronic Parts & Equipment Mfrs. Inc. He succeeds **GAIL S. CARTER,** resigned to become executive officer of National Electronic Distributors Assn.

PROGRAM SERVICES

MR. JAMES

HAL JAMES, previously v.p. in charge of radio and tv for Ellington & Co., N.Y., appointed director of national sales for Independent Television Corp., N.Y., recently formed tv film distributors. Mr. James has also been affiliated with Compton, J. Walter Thompson and Needham, Louis & Brorby.

GEORGE GABRIEL, director, non-radio licensing, Broadcast Music Inc., to full head of department. He succeeds **HARRY P. SOMERVILLE,** v.p., retiring this month.

PROFESSIONAL SERVICES

CHARLES C. McCARTER, trial attorney in FCC's General Counsel's office, has resigned to join Wichita, Kan., law firm of Depew, Stanley, Weigand Hock & Curfman. Mr. McCarter joined FCC 18 months ago, having been State assistant attorney general before then. He was graduated from Yale U. Law School in 1954.

OSCAR GODBOUT, Hollywood radio-tv reporter for *New York Times,* has been moved back to New York. **TOM PRYOR,** motion picture reporter and head of *Times* Hollywood bureau, will cover also broadcast beat.

HAROLD A. TENERANI, formerly with press information section of CBS-TV in Hollywood, has joined television department in southern California office of Communications Counselors Inc., N.Y., public relations firm.

MANUFACTURING

MR. HICKEY

JOHN T. HICKEY, formerly general manager of Motorola Inc.'s semiconductor products div. at Phoenix, Ariz., appointed assistant to president of Motorola, **ROBERT W. GALVIN,** in Chicago. Mr. Hickey will be responsible for acquisition and merger activities involving companies allied with electronics.

HERBERT M. REEVES JR., previously director of mobile home sales office of Florence Stove Co., Elkhart, Ind., appointed manager of mobile home appliance sales of Norge home appliance division, Borg-Warner Corp., Chicago.

GEORGE E. TIRONE, with DuMont since 1948, appointed manager for technical product sales of international division, Allen B. DuMont Labs.

W. E. LASWELL promoted from western regional sales manager to national radio and phonograph sales manager, consumer products division of Motorola Inc., Chicago.

CHARLES L. McCABE, staff assistant to v.p. in charge of sales at Shure Bros. Inc., Evanston, Ill., promoted to manufacturers sales manager. He will handle sales to original equipment makers in electronics field.

EDUCATION

CHARLES CHRISTENSON, previously producer-director for NBC-TV, to New York State Board of Regents' "Education Television Project," scheduled to begin today (Sept. 22), in similar capacity. Mr. Christenson joins **LEN POLK** and **EDWARD KING,** also producer-directors. **JAMES F. MacANDREW,** formerly in charge of radio-tv activities of New York City Board of Education, is project director.

INTERNATIONAL

J. LYMAN POTTS, manager of CKSL London, Ont., has resigned. He organized the station in 1956 after resigning as assistant manager of CKOC Hamilton, Ont. He started in broadcasting at former CHWC Regina, Sask., in 1932, moved to CKCK Regina in 1936 and CKOC in 1940. CKSL London has recently completed management contract with Northern Broadcasting Co. Ltd., Toronto, which operates five Ontario radio stations. Successor to Mr. Potts has not yet been announced.

WILLARD KING, sales representative of CKFH Toronto, Ont., to radio sales representative of Canadian Broadcasting Corp., Toronto.

Advertisement

Murray Carpenter

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 11 through Sept. 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Wilmington, Del.—Rollins Bcstg. Inc., ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 884.8 ft., above ground 828 ft. Estimated construction cost $629,825, first year operating cost $660,000, revenue $600,000. P.O. address 414 French St., Wilmington. Studio-trans. location intersection of Mt. Cuba and Owls Nest Rd. Geographic coordinates 39° 48' 12" N. Lat., 75° 37' 42" W. Long. Trans.-ant. RCA. Legal counsel Leonard Marks, Washington. Consulting engineer G. R. Chambers, Wilmington. Applicant is licensee of **WAMS Wilmington.** Announced Sept. 11.

Aguadilla, P. R.—Jose A. Bechara Jr., A. Gimenez-Aguayo and **Reynaldo Barletta,** ch. 12 (204-210 mc); ERP 105.4 kw vis., 63.24 kw aur.; ant. height above average terrain 576 ft., above ground 374 ft. Estimated construction cost $299,465, first year operating cost $150,000, revenue $175,000. P.O. address Box 1293, Mayaguez. Studio-trans. location Carretas Rd., Puntas. Geographic coordinates 18° 21' 38" N. Lat., 67° 14' 52" W. Long. Trans.-ant. RCA. Legal counsel Miller and Schroeder, Washington. Consulting engineer George C. Davis, Washington. Mr. Bechera (50%) owns **WCJB Mayaguez.** Mr. Gimenez-Aguayo (25%) owns 41.4% of **WPAB Ponce, P. R.** Mr. Barletta is liquor importer and exporter. Announced Sept. 11.

Existing Tv Stations

ACTIONS BY FCC

WCIA (TV) Champaign, Ill.—By letter, is being reminded of requirements under Commission's editorializing report as result of complaint alleging unfair treatment of subscription tv issue. Announced Sept. 17.

WBTW (TV) Florence, S. C.; WBTV (TV) Charlotte, N. C.; Jefferson Standard Bcstg. Co.—Granted applications for new tv intercity relay system between Charlotte and Florence. Announced Sept. 17.

CALL LETTERS ASSIGNED

WAPI-TV Birmingham, Ala.—Ala. Bcstg. System Inc., ch. 13. Changed from WABT, effective Sept. 28.

WNEW-TV New York, N. Y.—Metropolitan Bcstg. Corp., ch. 5. Changed from WABD.

Translators

ACTION BY FCC

City of Douglas Translator Committee (% Paul Huber Jr., 845 F Avenue), **Douglas, Ariz.**—Granted application for new tv translator station on ch. 70 to translate programs of **KVOA-TV Tucson.** Announced Sept. 17.

APPLICATIONS

Boonville and **Philo, Calif.—Anderson Valley Tv Inc.,** ch. 70, ERP 142 w. P.O. address Box 525, Boonville. Estimated construction cost $7,155, first year operating cost $1,100. Non-profit applicant seeks to translate programs of **KPIX (TV) San Francisco.** Announced Sept. 17.

Ukiah, Calif.—Tv Improvement Assn., ch. 70, ERP 288 w. P.O. address % Al Barbero, 707 W. Standley St., Ukiah. Estimated construction cost $5,400, first year operating cost $500. Applicant, non-profit organization, wishes to translate programs of **KGO-TV San Francisco.** Announced Sept. 15.

Spencer, Iowa—Spencer Area Tv Inc., ch. 83, ERP 204 w. P.O. address Box 528, Spencer. Estimated construction cost $7,025, first year operating cost $500. To translate programs of **KELO-TV Sioux Falls, S. D.** Applicant is non-profit organization. Announced Sept. 15.

New Am Stations

ACTIONS BY FCC

Crescent City, Calif.—Norman C. Bayley—Granted 1310 kc, 1 kw D. P.O. address 1409 Cortez Ave., Burlingame, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $35,000. Mr. Bayley, sole owner, is in tools and supplies. Announced Sept. 17.

Allegan, Mich.—Allegan County Bcstrs.—Granted 1580 kc, 250 w D. P.O. address % **Albert VandenBosch,** Box 312, Rome City, Ind. Estimated construction cost $16,019, first year operating cost $35,400, revenue $40,000. Principals are equal owners **Lewis E. Groh,** Kendallville, Ind.; **Walter C. Swogger,** Corunna, Ind.; **Dr. Maurice L. Weldy,** Wakarusa, Ind.; **Keith E. Weldy,** Wakarusa, and Mr. VandenBosch, Rome City, Ind. Mr. VandenBosch is salesman, **WCMR Elkhardt, Ind.,** and Keith Weldy is WCMR announcer-salesman. Announced Sept. 17.

APPLICATIONS

Redwood City, Calif.—Hometown Bcstrs., 850 kc, 500 w unl. P.O. address 1515 Industrial Way, Belmont, Calif. Estimated construction cost $34,-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

Ray V. Hamilton

DeWitt (Judge) Landis

W. R. "Ike" Twining

Today and tomorrow (22-23) Ray V. Hamilton and DeWitt "Judge" Landis will be attending the NAB Management Meeting at the Biltmore Hotel, Oklahoma City.

On Thursday and Friday (25-26) be sure to meet W. R. "Ike" Twining at the Challenger Inn, in Sun Valley, and in San Francisco at the Mark Hopkins Hotel next Monday and Tuesday.

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Dallas	San Francisco
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	DeWitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	RI 8-1175	EX 2-5671

624, first year operating cost $125,000, revenue $150,000. Owners are **T. I. Moseley** (75%), and **Glenn A. Walters** (25%), both **Textron** executives. An-nounced Sept. 11.

Redwood City, Calif.—Redwood City Radio Inc., 850 kc, 1 kw unl. P.O. address 2610 Russ Bldg., San Francisco. Estimated construction cost $83,-238, first year operating cost $132,000, revenue $135,000. **Alfred W. Crapsey** (50%) is in equipment leasing. **Joseph S. Thompson** (16%) is electric products executive. Announced Sept. 11.

Smyrna, Ga.—Mitchell Melof, 1550 kc, 250 w D. P.O. address 230 Lakeview Ave., N.E., Atlanta, Ga. Estimated construction cost $43,678, first year operating cost $60,000, revenue $85,000. Mr. Melof, sole owner, also owns **WLAQ Rome, Ga.** Announced Sept. 15.

Sullivan, Ind.—Sullivan County Bcstrs. Inc., 1550 kc, 250 w D. P.O. address 555 S. Seminary St., Madisonville, Ky. Estimated construction cost $11,300, first year operating cost $36,000, revenue $48,000. **Edgar F. Arnold Sr., Elmer L. Kelley Jr., H. W. Wells** and **Edgar F. Arnold Jr.** (each 25%), all have interest in **WFMW-AM-FM Madisonville, Ky.** Announced Sept. 15.

Glen Burnie, Md.—Southfield Bcstg. Co., 1550 kc, 250 w unl. P.O. address 1 Central Ave., S.W., Glen Burnie. Estimated construction cost $23,845, first year operating cost $48,000, revenue $60,000. **Luther Weston Gregory,** sole owner, is attorney, consulting engineer, etc. Announced Sept. 16.

South Haven, Mich.—Radio 940, 940 kc, 1 kw D. P.O. address 820 E. Greenlawn Ave., Lansing. Estimated construction cost $17,045, first year operating cost $41,600, revenue $50,000. Equal partners are **Richard M. Pomeroy,** advertising & promotion mgr., **WILS Lansing, Mich.,** and **Bessie M. Pomeroy,** owner of 14.95% **Lansing Bcstg. Co.** which owns WILS and 55% of **WPON Pontiac, Mich.** Announced Sept. 15.

Ypsilanti, Mich.—Ypsilanti-Ann Arbor Bcstg. Co., 1480 kc, 500 w D. P.O. address 1834 Philadelphia, S.E., Grand Rapids, Mich. Estimated construction cost $33,100, first year operating cost $58,000, revenue $65,000. One third owners are **Craig E. Davids** and **Roy W. McLean,** owners of **WCER Charlotte, Mich.,** and **C. P. Brudd,** salesman, **WJIM Lansing, Mich.** Announced Sept. 12.

Black Mountain, N. C.—Mountain View Bcstg. Co., 940 kc, 500 w D. P.O. address 505 W. Dixon Blvd., Shelby, N. C. Estimated construction cost $12,695, first year operating cost $21,000, revenue $30,000. **Eugene Slatkin,** former one-third owner of **WADA Shelby** and **David P. Slatkin,** electric company supervisor, each own 50%. Announced Sept. 16.

Lakewood, N. J.—Harlan Murrelle and Assoc., 1350 kc, 1 kw D. P.O. address Box 352, Pleasantville, N. J. Estimated construction cost $30,773, first year operating cost $45,000, revenue $60,000. Equal partners are: **Harlan G. Murrelle** (interest in **WOND Pleasantville** and **WMMB Melbourne, Fla.**); **Myron W. La Barr** (interest in WOND and WMMB); **Donald M. Simmons** (interest in WOND, WMMB and **WTKO Ithaca, N. Y.**); **Albert E. Theetge** (interest in WMMB); **John T. Stethers** (interest in WOND and WMMB), and **Howard Green** (interest in WMMB). Announced Sept. 16.

Ft. Atkinson, Wis.—North Shore Bcstg. Co., 940 kc, 500 w D. P.O. address 2425 Main St., Evanston, Ill. Estimated construction cost $27,616, first year operating cost $71,000, revenue $82,000. Applicant is licensee of **WEAW Evanston.** Announced Sept. 12.

Existing Am Stations

ACTIONS BY FCC

WATM Atmore, Ala.—Granted increase in power from 1 kw to 5 kw, continuing operation on 1590 kc D. Announced Sept. 17.

WCBC Anderson, Ind.—Granted renewal of license; by letter, denied petition by **WBOW Terre Haute,** to designate WCBC application for hearing. Announced Sept. 17.

KBAM Longview, Wash.—Granted (1) cp to operate on 1270 kc, 1 kw D pending completion of construction of authorized change in facilities from 1220 kc, 1 kw D to 1270 kc, 5 kw D; and (2) extension of 6 months time to construct. Announced Sept. 17.

KUTI Yakima, Wash.—Granted increase in power from 1 kw to 5 kw, continuing operation on 980 kc D. Announced Sept. 17.

WKAZ Charleston, W. Va.—Granted change from DA-2 to DA-N, continuing operation on 950 kc, 1 kw-N, 5 kw-LS; remote control permitted during daytime non-directional hours. Announced Sept 17.

APPLICATIONS

KBTM Jonesboro, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KTUR Turlock, Calif.—Cp to change power from 1 kw to 5 kw; install new trans., change from employing directional ant. night to directional ant. night and day (DA-2), change ant.-trans. and studio location.

KSYC Yreka, Calif.—Cp to change frequency from 1490 kc to 940 kc, change hours of operation from unl. to daytime only, increase power from 250 w to 1 kw, install new trans. and make changes in ant. and ground systems.

WDOP Pensacola, Fla.—Cp to increase power from 500 w to 1 kw and make changes in transmitting equipment.

WSAC Radcliff, Ky.—Mod. of license to change station location from **Radcliff, Ky** to **Fort Knox, Ky.**

WALE Fall River, Mass.—Cp to increase daytime power to 500 w and install new trans.

WHLS Port Huron, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WGTC Greenville, N. C.—Mod. of license to change hours of operation from unl. to daytime hours.

WGUS North Augusta, S. C.—Cp to change frequency from 1600 kc to 1380 kc and increase power from 500 w to 1 kw.

WCVA Culpeper, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WEPM Martinsburg, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (two main trans.).

CALL LETTERS ASSIGNED

KASK Ontario, Calif.—The Daily Report Co., 1510 kc. Changed from KOCS, effective Oct. 1.
KKIS Pittsburg, Calif.—Contra Costa Bcstg. Co., 990 kc. Changed from KATT.
KDEO San Diego, Calif.—Balboa Bcstg. Corp., 910 kc. Changed from KBAB.
WRFB Tallahassee, Fla.—Emerson W. Browne.
WLAW Lawrenceville, Ga.—Radio Gwinnett, 1360 kc.
KOOD Honolulu, Hawaii—Ala Moana Bcstg. Co.
WSNB Islip, N. Y.—Great South Bay Bcstg. Co., 540 kc.
KIAL Astoria, Ore.—Lower Columbia Bcstg. Co., 1230 kc. Changed from KVAS.
WNAK Nanticoke, Pa.—Wyoming Radio Inc., 730 kc. Changed from WHWL.
KQDE Renton, Wash.—Interlake Bcstg. Corp., 910 kc. Changed from KLAN.

New Fm Stations

ACTION BY FCC

Sacramento, Calif.—Audiolab Co.—Granted 96.9 mc, 3.5 kw. P. O. address 5100 Virginia Way, Sacramento. Estimated construction cost $6,430 first year operating cost $10,130, revenue $14,000. **Frederick White** and **Robert Stofan** (50% each) are in radio and tv production and recording. Announced Sept. 17.

APPLICATIONS

Framingham, Mass.—WKOX Inc., 105.9 mc, 15.71 kw. P.O. address 100 Mount Wayte, Framingham. Estimated construction cost $18,442, first year operating cost $24,000, revenue $27,000. Applicant is licensee of **WKOX Framingham.** Announced Sept. 12.

Memphis, Tenn.—WMPS Inc., 97.1 mc, 21.7 kw. P.O. address 112 Union Ave., Memphis. Estimated construction cost $26,850. Applicant plans 100% program duplication of its am station, **WMPS Memphis.** Announced Sept. 12.

Existing Fm Stations

CALL LETTERS ASSIGNED

WAPI-FM Birmingham, Ala.—Ala. Bcstg. System Inc., 99.5 mc. Changed from WAFM, effective Sept. 28.
KASK-FM Ontario, Calif.—The Daily Report Co., 93.5 mc. Changed from KEDO, effective Oct. 1.
WZFM Jacksonville, Fla.—Radio Jax Inc., 96.9 mc. Changed from WZOK-FM.
WILY-FM Silver Spring, Md.—Tri-Suburban Bcstg. Corp., 99.5 mc. Changed from WGAY-FM.
KGFM Edmonds, Wash.—King's Garden Inc., 105.3 mc.

Ownership Changes

ACTIONS BY FCC

KZIN Coeur d'Alene, Idaho—Granted assignment of license from **Robert L. Swartz** and **Arthur R. Mackelvie** to **William C. Rhodes, Vernon M. James** and **Fremont L. South,** d/b as **Lakeside Bcstrs.**; consideration $75,000. Announced Sept. 17.

KRSL Russell, Kan.—Granted assignment of license to **Fred L. Thompson, Anthony Floyd** and **Ralph B. Evans Jr.,** d/b as **KILO Bcstg. Co.**; consideration $62,500. Announced Sept. 17.

KBCL Bossier City, La.—Granted assignment of license to **Good Music Inc. (Crawford Godfrey,** president); consideration $40,000. Announced Sept. 17.

WHLB Virginia, Minn.; WMFG Hibbing, Minn.—Granted assignment of licenses of **WHLB** to **Virginia Bcstg. Co.** and **WMFG** to **Hibbing Bcstg. Co. (Harold John Parise,** president of both companies); consideration $169,000. Announced Sept. 17.

KLCB Libby, Mont.—Granted assignment of license to **Robert R. Rigler;** consideration $25,000. Announced Sept. 17.

WIP-AM-FM Philadelphia, Pa.—Granted assignment of licenses and cp to **WIP Bcstg. Inc. (Ben Gimble Jr.,** president; some stockholders, including **Leslie Towns Hope (Bob Hope),** have various radio interests); consideration $2,500,000. Announced Sept. 17.

WCHV Charlottesville, Va.—Granted assignment of license from **Emmalou W.** and **Charles Barham Jr.,** to **Nash L. Tatum Jr.**; consideration $200,000. Announced Sept. 17.

WSTA St. Thomas, Virgin Islands—Granted (1) renewal of license and (2) assignment of license to **Island Bcstg. Co. (Harry M. Engel Jr.,** chairman; part owner of **KUAM, Agana, Guam**); consideration $50,000 plus agreement that Greer not compete in Virgin Islands. Announced Sept. 17.

APPLICATIONS

WBCA Bay Minette and **WMFC Monroeville,** both **Alabama—William M. Stewart** will transfer his 15% of WBCA to **James H. Faulkner;** Mr. Faulkner will transfer his 50% of WMFC to Mr. Stewart. Ownership upon approval: Mr. Faulkner will own 60% of WBCA; Mr. Stewart will own 100% of WMFC. No monetary consideration. Announced Sept. 16.

WGWC Selma, Ala.—Seeks transfer of 100% of licensee **(Dallas Bcstrs. Inc.)** from **Oscar P. Covington** et al to W. E. Farrar for $65,000. Mr. Farrar owns 45% of **WMAG Forest, Miss.** Announced Sept. 12.

KRTV (TV) Great Falls, Mont.—Seeks assignment of cp from **Robert R.** and **Francis N. Laird** d/b as **Rocky Mountain Bcstrs.** to **Snyder & As-**

ON THE SPOT RECORDING *
MINITAPE
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!
*t.m. reg.
• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES
STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

soc. for cancellation of $19,000 debt and assumption of liabilities. **Dan Snyder**, KRTV general manager, will own 53.4%. Announced Sept. 11.

KLOQ Yakima, Wash.—Seeks transfer of two-thirds of licensee **(Yakima Bcstg. Corp.)** from **Robert S. McCaw** and **Tom Olsen** to **William E. Shela** (105 shares) and **Warren J. Durham** (35 shares) for $24,202. Upon approval, Messrs. Shela and Durham will each own 50%. Announced Sept. 11.

WSHE Sheboygan, Wis.—Seeks assignment of license from **Lake Shore Bcstg. Co.** to **Central States Bcstg. Co.** for $80,000. New owners are **William E. Walker** and **Charles R. Dickoff**, each one-third, and others. Mr. Walker owns 5% of **WMAM-AM-TV Marinette**, and 36% of **WBEV Bever Dam**, both **Wisconsin**, 34.66% of **WRRR Rockford, Ill.**, and votes 75% of stock of **KCLN Clinton, Iowa**. Mr. Dickoff owns 16.4% of WBEV and 17.33% of WRRR. Announced Sept. 11.

Hearing Cases

FINAL DECISIONS

Commission made effective immediately May 1 initial decision, as modified by Commission, and granted applications of **Allegan County Bcstrs.** for new am station to operate on 1580 kc, 250 w, D, in **Allegan, Mich.**, and **Booth Bcstg. Co.** to increase power of station **WJVA South Bend, Ind.**, from 250 w to 1 kw, continuing operation on 1580 kc, D. Announced Sept. 17.

By order, Commission made effective immediately Aug. 5 initial decision and granted application of **Mecklenburg Bcstg. Co.** for new am station to operate on 980 kc, 500 w, D, in Chase City, Va.; engineering condition. Announced Sept. 17.

INITIAL DECISION

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **Valley Bcstrs. Inc., Stockton, Calif.** for new Class B fm station to operate on 107.3 mc. Announced Sept. 15.

OTHER ACTIONS

Commission gave notice that June 26 initial decision which looked toward denying application of **Wrather-Alvarez Bcstg. Inc.**, for extension of time to construct tv station **KYAT** (ch. 13), **Yuma, Ariz.**, became effective Aug. 15 pursuant to Sect. 1.153 of rules. Announced Sept. 17.

By order, Commission remanded applications for new am stations of **Northwest Bcstrs. Inc., Bellevue, Wash.**, and **Rev. Haldane James Duff, Seattle, Wash.**, to Hearing Examiner for further hearing under amended issues and for preparation of supplemental inital decision. Announced Sept. 17.

By memorandum opinion and order, Commission denied joint petition by **Oklahoma Television Corp.** and **Coastal Television Co.** to amend their applications for new tv stations to operate on ch. 12 in **New Orleans, La.**, to specify alternate ant. site, waive certain rules, and enlarge issues in proceeding on their applications and that of **Supreme Bcstg. Co.**, for mod. of cp of station **WJMR-TV New Orleans**, to change from ch. 20 to ch. 12. Announced Sept. 17.

By order, Commission denied as premature joint petition by **Supreme Bcstg. Co.**, and **Oklahoma Television Corp.**, both **New Orleans**, to defer action on application of **St. Anthony Television Corp.** for new tv station to operate on ch. 11 in **Houma, La.**, or, in alternative, to designate St. Anthony application for hearing in consolidation with above-mentioned applications for ch. 12 in New Orleans. Announced Sept. 17.

By memorandum opinion and order, Commission granted petition by **Eastern States Bcstg. Co., Hamden, Conn.**, to enlarge issues in proceeding on am applications of **Eastern, James W. Miller, Milford, Conn., Orange County Bcstg. Corp.** (WGNY), **Newburgh, N. Y.**, and **Vincent De Laurentis, Hamden, Conn.**, to determine whether James W. Miller has engaged in trafficking in broadcast authorizations and, if so, whether he is thereby disqualified from receiving grant. Commissioner Craven dissented. By separate memorandum opinion and order, Commission denied petition by **Connecticut Radio Foundation Inc.** (WELI), **New Haven, Conn.**, for review of June 11 order by Chief Hearing Examiner denying WELI petition to intervene in above proceeding; amended condition imposed upon grant of De Laurentis application in Commission May 11 order of designation. Commissioners Hyde and Lee dissented. Announced Sept. 17.

By order, Commission denied petitions of **South Miami Bcstg. Inc.** (former applicant for new am station in **South Miami, Fla.**) and **Louis G. Jacobs** to enlarge issues in proceeding on Jacobs application for new am station (990 kc, 5 kw, DA-U) in **Miami-South Miami, Fla.**, and application of **Pompano Beach Bcstg. Corp.** for new station (980 kc, 1kw, DA, D) in **Pompano Beach, Fla.** Commissioner Lee dissented. Initial decision of Aug. 13 looked toward granting both applications. Announced Sept. 17.

Commission scheduled following am proceedings for oral argument on Oct. 10:

Walter T. Gaines (WGAV), Amsterdam, N. Y.; and Greenwich Bcstg. Corp., Greenwich, Conn.

WICO Salisbury, Md.—Designated for hearing application to increase power from 500 w to 1 kw, continuing operation on 1320 kc, D; made **WGH Newport News, Va.**, and **WLLY Richmond, Va.**, parties to proceeding. Announced Sept. 17.

Shelby County Bcstg. Co., Shelbyville, Ind.; WCIN Rounsaville of Cincinnati Inc., Cincinnati, Ohio—Designated for consolidated hearing applications of Shelby for new am station to operate on 1480 kc, 500 w, DA-2, U, and WCIN to change operation on 1480 kc from 1 kw, DA, D, to 500 w-N, 5 kw-LS, DA-2; made **WCBC Anderson, Ind.**, party to proceeding. Announced Sept. 17.

WKAN Kankakee, Ill.; WFHR Wisconsin Rapids, Wis.—Designated for consolidated hearing applications of WKAN to change operation on 1320 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N, and WFHR to change from 1340 kc, 250 w, U, to 1320 kc, 500 w-N, 5 kw-LS, DA-N; made **KMAQ Maquoketa, Iowa**, party to proceeding. Announced Sept. 17.

WTHI-TV and **Livesay Bcstg. Co., Terre Haute, Ind.**—Designated for consolidated hearing applications of WTHI-TV for renewal of license and Livesay for new tv station to operate on ch. 10; applicants waived rights to 309(b) letter. Commissioners Hyde and Craven dissented. Announced Sept. 17.

Blue Island Community Bcstg. Co., Blue Island, Ill.—Designated for hearing application for new Class A fm station to operate on 96.7 mc; made **WNIB(FM)** and **WBBM-FM**, both Chicago, parties to proceeding. Announced Sept. 17.

Routine Roundup

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion on September 15

Upon request by **Clarence E. Wilson, Hobbs, N. M.**, ordered that following schedule for procedures will be observed: preliminary exchange of exhibits—Oct. 2; final exchange of exhibits—Oct. 13; notification of witnesses re cross-examination—Oct. 15; commencement of formal hearing—Oct. 20 on Mr. Wilson's am application, et al.

By Hearing Examiner Thomas H. Donahue on September 15

On own motion, continued to date to be determined later hearing scheduled for Sept. 24; and scheduled prehearing conference for Sept. 23 in proceeding on am applications of **The KBR Stations Inc., Keene, N. H.**, and **Kenneth E. Shaw, Newport, N. H.**

By Hearing Examiner Basil P. Cooper on September 15

Issued order following prehearing conference in proceeding on am applications of **Leavenworth Bcstg. Co.** (KCLO), **Leavenworth, Kan.**, et al.; time schedule previously outlined for exchange of engineering exhibits will be adhered to and evidentiary hearing will begin as presently scheduled for Oct. 10.

By Hearing Examiner Herbert Sharfman on September 15

Granted motion by **Pacific Bcstrs.** (KUDE), **Oceanside, Calif.**, for extension of time from Sept. 12 and 22, to Sept. 22 and Oct. 2 for exchanging exhibits and for further prehearing conference, and for continuance from Sept. 29 to Oct. 9 the date for hearing in proceeding on Pacific's am application and that of **L & B Bcstg. Co., Hemet, Calif.**

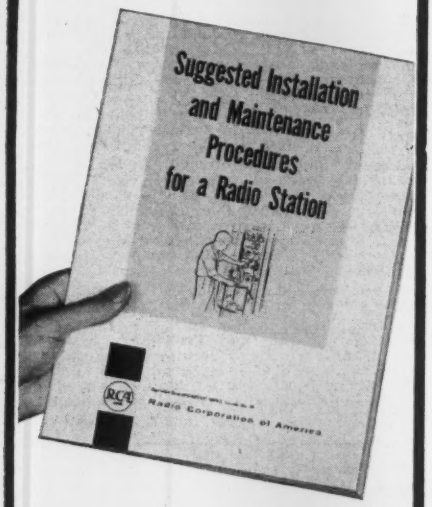
By Hearing Examiner James D. Cunningham on September 12

Granted joint motion by **Nick J. Chaconas, Gaithersburg, Md.**, and **Tri-County Bcstg. Co., Laurel, Md.**, to amend certain procedural dates heretofore specified in proceeding on their am applications, et al., and to continue without date formal hearing now scheduled for Sept. 18.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

∞ Modern Infinite Preset Systems . . . 2-scene, 5-scene and 10-scene Preset Consoles . . . standard and cold Patch Panels . . . Architectural Systems . . . Load Programming Systems . . . space-saving, *money-saving* Magnetic Amplifier Dimmers. For a particular Lighting Control System to suit your particular requirements consult LUMITRON, the *first* name in Stage and TV lighting control design.
If you haven't as yet received your copy of the new LUMITRON Catalog, please write . . .
LUMITRON
LIGHTING CONTROL SINCE 1912
METROPOLITAN
Division of METROPOLITAN ELECTRIC MFG. CO.
2250 Steinway Street • Long Island City 5, N. Y. • AS 8-3200

Planning a Radio Station?



This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. KD-22, Building 15-1, Camden, N. J. *In Canada:* RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

RCA Tmk(s)®

By Hearing Examiner Charles J. Frederick on September 12

Granted petition by **Illiway Television Inc.**, for leave to amend its application for new tv station to operate on ch. 8 in **Moline, Ill.**, to reflect additional financial data.

Rescheduled for Sept. 25 prehearing conference now scheduled for Sept. 16 in proceeding on applications of **Newark Bcstg. Corp., Newark, N. J.**, and **WMGM Bcstg. Corp., New York, N. Y.**, for new fm stations.

Rescheduled for Dec. 1 hearing now scheduled for Oct. 1, and scheduled further prehearing conference for Nov. 21 in **Moline, Ill.** Ch. 8 proceeding.

By Hearing Examiner Forest L. McClenning on September 12

Scheduled prehearing conference for Sept. 25 in proceeding on applications of **Falcon Bcstg. Co., Vernon**, and **Sierra Madre Bcstg. Co., Sierra Madre, Calif.**, for new fm stations.

By Hearing Examiner Millard F. French on September 12

Granted petition by **Grady M. Sinyard, New Boston, Ohio**, for leave to amend his am application to reflect option agreement.

By FCC

Commission on Sept. 11 granted petition by **Sacramento Telecasters Inc.** (KBET-TV), **Sacramento, Golden Empire Bcstg. Co.** (KHSL-TV), **Chico, and Television Diablo Inc.** (KOVR-TV), **Stockton**, all **California**, for further extension of time from Sept. 10 to Sept. 19 for filing oppositions and responses to pleading further modification of petition for rule making involving Sacramento, filed by **Capitol Radio Enterprises.**

By Chief Hearing Examiner James D. Cunningham on September 11

Granted petitions by **KSTT Telecasting Co., Davenport, Iowa**, and **Public Service Bcstg. Co., Moline, Ill.**, for dismissal without prejudice of their applications for new tv stations to operate on ch. 8, and remaining applications in this proceeding are retained in hearing status.

Granted petition by **Eastern States Bcstg. Co., Hamden, Conn.**, for extension of time seven days prior to date to be later specified by presiding examiner for commencement of formal hearing to file objections to direct cases, requests for additional information, and notices of witnesses desired in am proceeding.

By Hearing Examiner James D. Cunningham on September 12

Scheduled hearing conference for Sept. 18 re application of **The Spartan Radiocasting Co.** (WSPA-TV), **Spartanburg, S. C.**

By Hearing Examiner Millard F. French on September 11

On own motion, scheduled prehearing conference for Sept. 12 at 9 a.m., on am application of **Grady M. Sinyard, New Boston, Ohio.**

By Chief Hearing Examiner James D. Cunningham on September 11

Granted petition by **Palm Springs Community Television Corp.**, for extension of time from Sept. 26 to Oct. 17 for filing proposed findings of fact and conclusions of law in matter of applications of **Palm Springs Translator Station Inc.**, for new tv broadcast translator station in Palm Springs, Calif., et al.

By FCC

Commission on Sept. 11 denied requests of **Crosby Laboratories Inc.**, and **Multiplex Development Corp.**, insofar as they seek general extension of time for filing comments on notice of inquiry into possible wider uses for fm SCA (present extension is to Oct. 2).

By Commissioner John S. Cross on September 10

Granted petition by Broadcast Bureau for extension of time to Sept. 16 to file replies to motion to change issues by **WMGM Bcstg. Corp., New York, N. Y.**, in proceeding on its application for new fm station and that of **Newark Bcstg. Corp., Newark, N. J.**

Granted petition by **Southeastern Indiana Bcstrs., Jeffersonville, Ind.**, for extension of time to Sept. 19 to file exceptions to initial decision in proceeding on its am application and that of **Northside Bcstg. Co., Jeffersonville.**

By Hearing Examiner Charles J. Frederick on September 10

Scheduled for Nov. 6, further hearing in proceeding on am applications of **Binder-Carter-Durham Inc.** (WAMM), **Flint, Mich.**, et al.

By Hearing Examiner Elizabeth C. Smith on September 11

Scheduled prehearing conference for Oct. 1 in proceeding on application of **Harold Lampel, Garden Grove, Calif.**, for new fm station.

By Hearing Examiner Millard F. French on September 10

Scheduled further prehearing conferences for Sept. 17 at 10 a.m. and Oct. 13 at 9 a.m., and continued date for exchange of exhibits from Sept. 24 to Oct. 1; hearing will be held as presently scheduled on Oct. 28, in **Tampa-St. Petersburg, Fla.**, tv ch. 10 proceeding. Granted petition by **Tampa Telecasters Inc.** for leave to amend to submit supplemental engineering statement.

By Hearing Examiner Basil P. Cooper on September 10

Granted petition by **Pasadena Presbyterian Church, Pasadena, Calif.**, for continuance of date for exchange of exhibits from Sept. 11 to Oct. 14 and for evidentiary hearing from Sept. 23 to date to be announced in proceeding on its application and that of **Armin H. Wittenberg Jr., Los Angeles, Calif.**, for new fm stations.

By Commissioner John S. Cross on September 9

Granted petition by Broadcast Bureau for extension of time to Sept. 24 to file exceptions to initial decision in **Beaumont, Tex.**, tv ch. 12 proceeding.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled for hearing following on dates indicated: am applications of **Westminster Bcstg. Co.** (WCME), **Brunswick, Me.**, on Oct. 30; **Twin City Bcstg. Co.** and **Toombs County Bcstg. Co., Lyons, Ga.**, on Oct. 31; **Columbia River Bcstrs.** and **L. Berenice Brownlow, St. Helens, Ore., M.V.W. Radio Corp., San Fernando, Calif.**, on Nov. 4.

Granted request by **Garrison-Huntley Enterprises, Lubbock, Tex.**, to extent that it involves dismissal of its am application and application is dismissed with prejudice; remaining applications (**Alfred Ray Fuchs** [KTJS], **Hobart, Okla.**, et al.) are retained in hearing status. Action Sept. 8.

Dismissed as moot petitions by **Joseph S. Lodato, Santa Rosa, N. M.**, and **Concho Bcstg. Co.**, for dismissal with prejudice application of **Garrison-Huntley Enterprises** and cancelled oral argument scheduled for Sept. 8 on said petitions. Action Sept. 8.

Granted request by **States Bcstg. System Inc., St. Marys, Ohio**, to extent that it involves dismissal of its am application and application is dismissed with prejudice; retained in hearing status **Grady M. Sinyard, New Boston, Ohio.** Action Sept. 8.

Continued hearing conference scheduled for Oct. 1 to date which will be specified by hearing examiner assigned to proceeding on applications of **Arnold J. Stone** and **Patrick Henry** and **David D. Larsen**, partnership, **Alameda, Calif.**, for new fm stations. Action Sept. 9.

Continued hearing scheduled for Sept. 17 to date which will be specified by hearing examiner assigned to proceeding on am applications of

Virginia

$175,000.00

A well-rated, profitable daytimer in one of Virginia's substantial markets. $50,000 cash required, with reasonable terms on the balance.

Midwest

$150,000.00

Profitable independent in solid 2-station market of over 30,000. $60,000 cash required with balance on terms which can easily be met from present earnings.

Exclusive with

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	ATLANTA	CHICAGO	WEST COAST
James W. Blackburn	Clifford B. Marshall	H. W. Cassill	Colin M. Selph
Jack V. Harvey	Stanley Whitaker	William B. Ryan	404 Calif. Bank Bldg.
Washington Building	Healey Building	333 N. Michigan Ave.	Beverly Hills, Calif.
STerling 3-4341	JAckson 5-1576	FInancial 6-6460	CRestview 4-2770

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 DeSales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel.: JAckson 6-4386 P.O. Box 82
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antennas
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering" AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 3-7503

SERVICE DIRECTORY

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

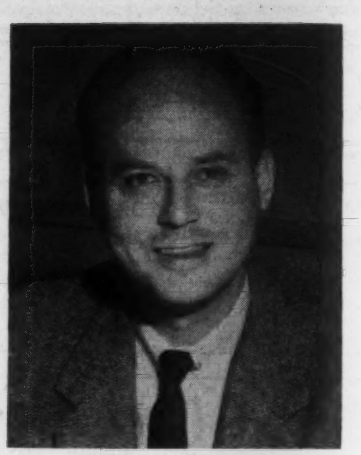
IRL T. NEWTON, JR.
Consulting Engineer
422 Washington Bldg.,
15th and N. Y. Ave., N. W.,
Washington, D. C.
Telephone: EXecutive 3-7165

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone Trowbridge 6-2800

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 79,497* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study



JOE M. BAISCH
General Manager

Like Hundreds of Broadcasters . . .

General Manager
JOE M. BAISCH
of
WREX-TV
Rockford, Illinois
and
Chief Engineer
RICHARD PECK
Selected
STAINLESS TOWERS

RICHARD PECK
Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

FOR THE RECORD CONTINUED

James W. Miller, Milford, Conn., et al. Action Sept. 9.

Continued hearing from Sept. 24 to date which will be specified by hearing examiner assigned to proceeding on am application of **James S. Rivers Inc.** (WJAZ), **Albany, Ga.** Action Sept. 9.

By Hearing Examiner Millard F. French on September 9

Scheduled further prehearing conference for Sept. 10 in **Tampa-St. Petersburg, Fla.,** ch. 10 proceeding (**Florida Gulfcoast Bcstrs. Inc.,** et al.).

By Hearing Examiner Elizabeth C. Smith on dates shown

Scheduled prehearing conference for Oct. 3 on am application of **Musical Heights Inc., Braddock Heights, Md.** Action Sept. 9.

Granted motion by **Four Corners Bcstg. Co.,** for continuance of prehearing conference from Sept. 15 to Sept. 23 in **Farmington, N. M.,** tv ch. 12 proceeding. Action Sept. 9.

Scheduled prehearing conference for Sept. 25 at 9 a.m., on am applications of **Bay Area Electronic Associates** and **Sonoma County Bcstrs., Santa Rosa, Calif.** Action Sept. 9.

Scheduled prehearing conference for Sept. 17 at 9 a.m., in re application for transfer of control of **Sioux Empire Bcstg. Co.** (KIHO), **Sioux Falls, S. D.** Action Sept. 10.

By Hearing Examiner Herbert Sharfman on September 9

Granted petition by **James H. Duncan** (KSIL), **Silver City, N. M.,** for leave to amend application insofar as it would specify 1340 kc with increased power instead of 1430 kc and petition is otherwise denied; application as amended is removed from hearing.

By Hearing Examiner Charles J. Frederick on September 10

Granted petitions by **Community Telecasting Corp.,** for leave to amend its application to reflect correct address of applicant, and by **Midland Bcstg. Co.,** to amend its application to reflect new financial data in **Davenport, Iowa-Moline, Ill.,** tv ch. 8 proceeding.

By Hearing Examiner J. D. Bond on September 8

Scheduled prehearing conference for Sept. 16 on applications of **Veterans Bcstg. Co.,** and **Capital Cities Television Corp.,** for new tv stations to operate on ch. 10 in **Vail Mills, N. Y.**

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of September 12

KCRV Caruthersville, Mo.—Granted involuntary assignment of license to **J. E. Taylor,** individually, and **J. E. Taylor,** administrator of estate of **Walter Y. Cleveland,** deceased, d/b under same name.

WRMF Titusville, Fla.—Granted assignment of license to **WRMF Inc.**

KPLC, KPLC-TV Lake Charles, La.—Granted assignment of licenses to **T. B. Lanford,** et al., d/b under same name.

WMMB Melbourne, Fla.—Granted assignment of license to **Indian River Radio Inc.**

KOKE Austin, Tex.—Granted mod. of license to change name to **Radio KOKE Inc.**

WLAV, WLAV-FM Grand Rapids, Mich. — Granted mod. of licenses to change name to **Stevens-Wismer Bcstg Inc.**

WAEL Mayaguez, P. R.—Granted cp to install old main trans. (composite) as an aux. trans. (main trans. location redescribed) using non-directional ant.; remote control permitted.

KSLA-TV Shreveport, La.—Granted cp to use aux. trans. at the main trans. site.

WNBQ Chicago, Ill.—Granted cp to change type of trans. and make other equipment changes (main trans. & ant.); and cp to maintain licensed main vis. and aur. driver of trans. as aux. trans. at main trans. site.

KWFC Hot Springs, Ark.—Granted cp to install a new type trans. and new ant. and ground system for aux. purposes at present location of main studio.

KCBQ San Diego, Calif.—Granted cp to replace expired cp which authorized increase power, change DA-N to DA-2, ant.-trans. location, and install new trans. for day-time use.

KNXT (TV), WBBM-TV Los Angeles, Calif., & Chicago, Ill.—Granted cps to modify the vis. trans. (main trans. & ant.).

WLAW Lawrenceville, Ga.—Granted mod. of cp to change type trans. and ant.-trans. location.

KDBX (FM) Los Angeles, Calif.—Granted mod. of cp to decrease ERP to 6 kw, change trans. and studio location (same as trans. location), type trans. and increase ant. height to 2,900 ft.

WNSM Valparaiso-Niceville, Fla.—Granted extension of completion date to 10-30.

KCBQ-FM San Diego, Calif.—Granted extension of completion date to 4-12-59.

KVLF Alpine, Tex.—Granted authority to sign-off at 8 p.m. except for special events; economic reasons.

WHTB-FM Talladega, Ala.—Granted request to cancel license; call letters deleted.

Actions of September 11

KREY-TV Montrose, Colo.—Granted assignment of license to **Black Canon Bcstg. Co.**

WSBR Warwick-East Greenwich, R. I.—Granted acquisition of positive control by **David L. Stackhouse** and **A. Frances Stackhouse** through purchase of stock from **James C. Coffey** and **Anne D. Coffey.**

WSYR-TV Syracuse, N. Y.—Granted mod. of cp to make minor equipment changes (aux. ant.).

WAXX Chippewa Falls, Wis.—Granted authority to sign-off at 6 p.m. except for special events until Sept. 30.

WACT Tuscaloosa, Ala.—Remote control permitted.

Actions of September 9

WLOV (FM) Cranston, R. I.—Granted assignment of cp to **Neighborly Bcstg. Co.**

WGUS North Augusta, S. C.—Granted license for am station.

KFMQ (FM) Lincoln, Neb.—Granted license for fm station.

WLDS Jacksonville, Ill.—Granted license covering installation new trans.

WLFA LaFayette, Ga.—Granted license covering changes in ant. and ground system.

WNGO Mayfield, Ky.—Granted license covering installation of new trans.

KTKN Ketchikan, Alaska — Granted license covering installation new trans.; conditions.

WPEG Arlington, Fla.—Granted license covering installation of new trans.

WSSC Sumter, S. C.—Granted license covering changes in ant. and ground systems.

WWOL Buffalo, N. Y.—Granted license covering installation of new main trans.; and license to use old main trans. as aux. trans. at present main trans. site.

KPQ Wenatchee, Wash.—Granted cp to install trans. as aux. trans.; remote control permitted.

KLIR-FM Denver, Colo.—Granted mod. of cp to increase ERP to 8.8 kw and change type trans.; conditions.

WLOV (FM) Cranston, R. I.—Granted mod. of cp to decrease ERP to 3.4 kw, change type trans. and studio and ant.-trans. location.

WOMC (FM) Royal Oak, Mich.—Granted mod. of cp to make changes in ant. system; conditions.

KQXM (FM) Riverside, Calif.—Granted extension of completion date to 3-1-59.

Actions of September 8

WAVO Avondale Estates, Ga.—Granted license for am station.

WKWK Wheeling, W. Va.—Granted license covering change of ant.-trans. location, utilizing combined am and fm tower (increase in height) and changes in ground system.

WALT Tampa, Fla.—Granted license covering installation of a new transmitter as aux. trans. at present location of main trans.

WPNX Phenix City, Ala.—Granted license to use old main trans. as aux. trans., at present main trans. site.

WJAR Providence, R. I.—Granted license cov-

Continued on page 107

ALLEN KANDER AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Announcer for new Key West independent. Married man, first phone preferred, not essential. Also manager-engineer-announcer-salesman and announcer-salesman for new Belzoni, Mississippi station. Top engineer-announcer Canton, Mississippi. Send tape, photo, resume—R. E. Hook, Aliceville, Alabama.

Management

Proven successful sales producer to join multi-station group operating Gulf States area in medium markets. Box 785F, BROADCASTING.

Sales

St. Louis—Top independent top money and future for sales manager who loves to sell. Box 803F, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 846F, BROADCASTING.

Commercial manager—For independent metropolitan market. Also aggressive salesman. Box 903F, BROADCASTING.

Salesman and saleslady wanted. Top station. $400 draw against commission. Opportunity unlimited. All details first letter. Box 905F, BROADCASTING.

Sales-southwest daytimer needs experienced man who can make a permanent place for himself on our staff. Experience required but will consider capable beginner. $100 a week guarantee to the right man. Box 919F, BROADCASTING.

Position open for salesman with part-time air work. Salary plus commission. Permanent position in south Georgia for family man. Rush photo, tape, resume and references. Replies held strictly confidential. Box 966F, BROADCASTING.

Salesman-announcer. One station market—two towns—large rural area. Salary—liberal draw against commission. Interested in hard work with opportunity for good pay in coastal South Carolina city. Write Box 971F, BROADCASTING.

Small market Arkansas station needs salesman-ager, good area. Some experience in sales desired. Apply KTML, Marked Tree, Arkansas.

Salesman: Handle local and regional accounts. New station: announcer needed. Call Max Blakemore, VE 72151—Murphy, N.C.

Commercial managers. An excellent opportunity for outstanding salesmen to sit into a bigger job in an eight station radio-tv chain. Opportunities now with . . . WAMS, Wilmington, Delaware and WRAP, Norfolk. Rush photo, history of billing and earnings to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Delaware.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Need announcer with 2 years experience for staff of metropolitan area station. Good salary and conditions, an excellent chance of advancement within our expanding chain. Send tape, photo, resume and references. Box 547F, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Personality dj, good hours, good pay, for big pop show on deep south radio. If dull or dry don't apply. Box 806F, BROADCASTING.

Combo man—first phone—to do all night show in major southern market. Six hours per night six nights a week. Send tape and resume to Box 808F, BROADCASTING.

Immediate opening for announcer. Progressive station in northwest North Carolina. Excellent climate. Good pay for right man. Rush tape and resume to Box 826F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Opportunity for married staff announcer. Send resume. ABN Network. Texas. Box 845F, BROADCASTING.

Announcer, morning, staff, combo, net affiliate, Wisconsin. Ability determines starting salary. Send resume, tape immediately. Box 906F, BROADCASTING.

Negro programmed radio station-metropolitan northern market, one of the nation's outstanding negro operations desires negro announcer, not just a disc jockey, we want an outstanding air salesman with experience only, strong air salesman apply with background, experience and tape at once. Box 911F, BROADCASTING.

Wanted! Three announcers looking for a top caliber operation. New kilowatt North Carolina coastal station. Boating and resort area! New, modern, air conditioned building! Send tape and resume. Box 965F, BROADCASTING.

Announcer-first phone by leading station eastern seaboard. Excellent working conditions. Top salary for right man. Permanent job, good future. Box 974F, BROADCASTING.

Free lance man to sell and announce nightly pop deejay show over 5,000 watt am. Very productive market. For permanence and excellent commission, write Harold Gann, Radio KARM, 7535 No. Van Ness, Fresno, California.

Wanted, an experienced radio announcer. Some tv work. Send tape, picture and resume to R. H. Verdon, KFBC Radio, Cheyenne, Wyoming.

Top California indie wants happy enthusiastic announcer. Short bright talk on modern format. Run board. Wonderful city, start $125 weekly. Tape, picture, background to Radio Station KRAK, Stockton, California.

Announcer-engineer needed by southwest daytimer in very fine, progressive town. Pay scale $100 per week and up, depending on ability and experience. No beginners, please. Bill Bigley, KVMA, Magnolia, Arkansas.

Need experienced pop dj for central Kansas outstanding 1000 watt independent. Modern, friendly town of 40,000. Air mail "complete" background; photo, taped commercials, music, ad libs and news. Vern Minor. KWHK, Hutchinson, Kansas.

Top flight staff announcer now working in northeast, ready to step-up to position at WCSH Radio, Portland, Maine. Evening work. Music-news-service-NBC, 5000 watt. Check our reputation. We will check yours, don't bother if your record won't stand it. Air mail tape, photo, resume, expected salary. No phone calls nor personal visits until requested, please.

Promotion from within organization leaves opening on announcing staff. Some experience commercial station essential. Good disc show, make news calls, write and compile news. Letter and tape or phone Mal Morse, WICH, Norwich, Conn.

Central Florida kilowatt has immediate opening for experienced announcer with first phone. Send tape and letter to WLBE, Leesburg-Eustis, Florida.

Technical

Engineer—Leading eastern independent needs man thoroughly experienced in maintenance of broadcast equipment. Must also do a minimum of air work. This is excellent opportunity for young, ambitious man to become chief. Station is expanding and expects to build new studios within two years. Salary commensurate with ability. Must have audition tape, resume and recent photo. Box 742F, BROADCASTING.

Wanted—Chief engineer for 250 watt daytime station. Some announcing. Permanent position. Good working conditions. Box 809F, BROADCASTING.

Chief engineer wanted. Good, old fashioned kind that's lousy announcer but excellent technician. Devote full time to technical. First job supervise installation 5 kw transmitter. Long established station midwest. Rush details Box 899F, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted: Man with pride. Gives equipment finest care. Wants and gets cleanest signal in town. Assists with air work when needed. If you're the man—name your price! All pertinent information first letter. We're within driving distance of Washington, D.C. Box 926F, BROADCASTING.

Chief engineer wanted immediately. Must be qualified for maintenance of new 5 kw transmitter. Some announcing. Send resume and tape to Gene Riesen, Manager, KLAD, Klamath Falls, Oregon.

First phone-announcer immediately, 250 watt indie, $80.00-$110.00 start, WILO, Frankfurt, Indiana.

Have opening for chief engineer or announcer with first class ticket. Good salary, good working conditions. Radio Station WKBC, North Wilkesboro, N. C.

Assistant to chief engineer wanted. Young man with first phone desiring concentrated training. Prior experience not absolutely necessary. Contact Bob McConnell, Technical Supervisor, WMIX, Mt. Vernon, Illinois.

First class engineer, experienced in operating and repairing 10 kw. Starting salary $75 weekly. Communicate station WPRA, Mayaguez, Puerto Rico.

Production-Programming, Others

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

Newsman. Southern California 50,000 watt independent wants provocative, dynamic, mature, authoritative newsman. State qualifications and minimum salary requirements. Box 907F, BROADCASTING.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, Sterling 2-1145.

Immediate opening for radio-tv newsman. Camera familiarity, news writing and development required. Air presentation ability preferred. Address News Director, WOC-am-fm-tv, Davenport, Iowa, including snapshot, resume, tape and requirements.

RADIO

Situations Wanted

Management

Highest industry sales records. Twenty years general operation management. Seeking opportunity for revenue expansion. Box 839F, BROADCASTING.

Mature agency exec., 20 years experience selling radio, seeks position as sales or station manager. East coast preferred. State proposition fully. Box 871F, BROADCASTING.

Well over $200,000 in local billing! Desire advancement to commercial manager after top experience and billing! Young, settled, and know how to work. Prefer southern location. Available to suit your needs. Best references. Box 921F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Experienced manager seeks opportunity to show top references plus comprehensive presentation of programming, promotion, sales, and operational ideas. Splendid opportunity to gain new ideas without necessarily taking the man. Would consider special assignment revitalizing an operation. Reply 922F, BROADCASTING.

General manager, sales, specialist, 12 years of sales management including 8 in radio. Experienced in every phase of radio, have first phone. Want management position in south or southwest. Presently managing in northern market. Box 935F, BROADCASTING.

Frankly, I have a good job, but I'm not happy. Interested in job managing station in relatively small market; or top sports job in larger market. Box 946F, BROADCASTING.

Have sold interest in station and desire position as general manager in medium to small market. Prefer southeast. Ten years experience in managing, sales, programming. Know how to operate economically. No whiz boy with all the answers. Just good solid radio. Married, 33. Top references. Box 968F, BROADCASTING.

Manager—Major market experience, young, aggressive executive. Sales, business, programming background. New York contacts. Box 973F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 664F, BROADCASTING.

Available: Conscientious, married, veteran. R-tv grad. UNC. Announcing-sales combo. R-tv experience; references. Desire permanency North Carolina; consider any location. Box 954F, BROADCASTING.

Announcers

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 665F, BROADCASTING.

Girl dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 666F, BROADCASTING.

Negro dee jay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 667F, BROADCASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Good, sound staff announcer with daily tv newscast, better than good adult dj-music university major, perfect pitch, 2 years same CBS station. Single, 25, dependable, personable, prefer midwest. Box 750F, BROADCASTING.

Good dj with radio-tv B.A. Am veteran—have ambition, imagination, can produce. Will build and hold audience. Know music. Strong on commercials, production and gimmicks. Want future! Tape and resume. Box 807F, BROADCASTING.

Conscientious, young, dependable, married. Four years same organization. $400. Announcing, sales, programming, promotions. Know top 40. Good references. Box 881F, BROADCASTING.

Experienced pop music deejay available. Veteran, university graduate. $125 week. Box 891F, BROADCASTING.

First phone announcer. Seven years experience, all phases. Good newsman. $100 start. Box 892F, BROADCASTING.

Responsible announcer, 7 years all around experience, seeking permanent position. Box 895F, BROADCASTING.

New England only. DJ-announcer, 6 years experience, some news; married; family; college grad; age 28; excellent references. Highest ratings. Minimum $95. Box 901F, BROADCASTING.

All night deejay. $100 week. Box 904F, BROADCASTING.

Personality dj, fast pace, lively, 5 years experience, ex-Boston, young, married, draft exempt. Box 910F, BROADCASTING.

Good sell, promotion minded, dj experienced seeks midwest location. 28, married, steady. Prefer adult music station. Box 912F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports station: Top sports man. News and staff. Married, college, references. Box 915F, BROADCASTING.

Versatile newscaster, sports and staff. Eight years, college graduate, married. Box 916F, BROADCASTING.

Announcer—Strong news, commercial, sports record shows. Write well all copy. Operate board. Will sell. College grad. Married, family. Creative, capable, reliable. Box 923F, BROADCASTING.

Announcer, 1st phone, no maintenance. Available now, $80, no car. Box 924F, BROADCASTING.

Idea gal. Station's best pal. Dee-jay, copy, great. Hire me! Why wait? Box 925F, BROADCASTING.

Announcer-dj. Two years experience radio and tv, commercial film acting, live modeling, Detroit, Michigan, seeks immediate position as top ten personality dj with potential personal appearances. Above average salary expected. Resume, tape, pictures upon request. Box 932F, BROADCASTING.

Attention midwest. Seven years experience, with solid references. Veteran with college. Have headed news department. Single. Prefer night shift. Box 934F, BROADCASTING.

Announcer, strong on news, college radio major, good voice, personality. Working. Box 941F, BROADCASTING.

College graduate communications. Mature. Commercials, news, record shows, run board. Box 942F, BROADCASTING.

Chicago personality wants play-by-play. If your planning basketball contact. Box 955F, BROADCASTING.

Dependable young announcer with SRT training desires permanent position. Veteran—married—good potential. Box 943F, BROADCASTING.

Gal dj. Young New Yorker, experience, college, excellent education, bronze complexion, very attractive. Box 945F, BROADCASTING.

Announcer, first phone, two years experience. Married, veteran, 28. Will travel for job with future. Box 949F, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 950F, BROADCASTING.

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 951F, BROADCASTING.

Chicago dj—mc wants tv or radio-tv. Box 956F, BROADCASTING.

Announcer, third class ticket. 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Staff announcer-first phone. Experienced studio operator. Radio and tv. Announcing school graduate. Married. 2 years college. Desires permanent position. Box 961F, BROADCASTING.

First phone announcer experienced. No maintenance. Writes fine copy: Journalism, college. Classical, pop. Washington, D.C. only. Available immediately. Box 963F, BROADCASTING.

Ready, willing, able to travel. Can handle board. Experienced in announcing and disc jockey work. Excel in sports and music. Twenty-seven and willing to settle profitably. Box 964F, BROADCASTING.

Staff announcer-first phone. Experienced studio operator radio and tv. Announcing school graduate. Married, 2 years college. Desires permanent position. Box 967F, BROADCASTING.

Announcer, dj, 5 years experience, presently employed, excellent news-commercials, married, stable, job with responsibility and good future, no top forty. Write Box 969F, BROADCASTING.

Top southern rock n' roll dee-jay desires permanent location in southern California. 5 years experience. Presently hold top nite-time rating in market. Good sales pitch. Excellent newscaster. Write or wire Gene Edmond, 4842 Convention St., Baton Rouge, La.

M.S.U. graduate. 2 years commercial experience. Strong on music and news. Wants to relocate in or near Michigan. Available now. Call or write Charles Frey, 532 Oak, Niles, Michigan. MUtual 3-5432.

Summer's over! One year top radio-tv experience. Midwest preferred. Parker Gronwold, 1338 Marengo Ave., Forest Park, Illinois. Forest 6-0635.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ, worked with top pros, sincerely wants to work hard and please—stable, sober, reliable, radio school experience, call or wire brings tape, picture. Bill Montgomery, 4 Sage Ave., Lebanon, Ohio—Phone 3-2956.

Have mike will travel. Combo man, previously with WFUV-FM. Good references, tape and resume on request. Bill Supernaw, 15 So. Division Street, New Rochelle, New York.

Technical

1st phone 1½ years tv operation experience. Desires change to radio. Fair voice, hard worker, sober, family man. Prefer west of Mississippi River. Box 879F, BROADCASTING.

First phone, 4 months experience. 19 years old. Dependable. Available immediately. Prefer Wisconsin. Box 908F, BROADCASTING.

Transmitter operator, well experienced, some tv, desires good job in southwest or far west. Box 933F, BROADCASTING.

Experienced tv engineer with first phone and good announcing voice, but no announcing experience, desires employment. What do you offer? Box 936F, BROADCASTING.

Nine years, commercial am and fm radio with solid references. Also four years electric experience. Single, will travel. Veteran with college. Box 939F, BROADCASTING.

Production-Programming, Others

Program-production director with announcing, sales and technical background! Network training, independent experience—over ten years in radio. Going to one of first fifty markets in west, southwest or northwest—one that offers opportunity for advancement. Early thirties, family. Box 897F, BROADCASTING.

Four years experience gathering, writing, presenting local news same station. Presently employed, like change October 10th. References furnished on request. Box 898F, BROADCASTING.

Employed play-by-play sports director desires change. Excellent references. Box 920F, BROADCASTING.

15 years experience seeking transfer from San Francisco into Los Angeles or its vicinity. Program director, but will start as announcer and/or writer, news. Also agency, television, film experience; college degree, languages, music. Box 930F, BROADCASTING.

FBI-Man: (Far better ideas). Showmanship, gimmicks. West coast preferred. Box 931F, BROADCASTING.

News man. Currently employed. Good rewrite. Good air presentation and voice. Joe Coggins, 612 Elm St., Arlington, N. J.

Unusual radio and tv commercials by top-flight agency writer Com Service. Box 1146, Grand Central Station, New York 17, N. Y.

Newspaperman, 32, vet, married, baby, j-grad, tired stale rehashing, wants fast news job, radio or tv. Still fotog, could learn movies. Some air experience. All beats metro; city editor medium. Jack Magee, Apt. M, 2900 N. Concord, Colorado Springs, Colo., MElrose, 5-2630.

TELEVISION

Help Wanted

Sales

Regional and local account executives. References required. Must have production record. South. Box 668F, BROADCASTING.

California small market 3 network vhf station (KSBY-TV) needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

Experienced salesman, ample base pay plus commission, with expanding organization. Send background, sales record and photo to Ray Carow, WALB-TV, Albany, Ga.

Wanted: Experienced tv or radio account executive for No. 1 NBC affiliated station in Florida's most beautiful city. Guarantee plus commission. Expanding market with excellent chance for advancement in our station chain. Only top, hard-sell salesmen need apply. Past record and references must stand thorough examination. Send full details in first letter with photo to: Chet Pike, WPTV, Palm Beach, Florida.

TELEVISION

Help Wanted—(Cont'd)

Announcers

TV announcer-director needed at central Pennsylvania station. Announcing experience necessary, but will train for director. Good salary for right man. Apply Box 835F, BROADCASTING.

Technical

New south vhf needs transmitter and/or studio men. Openings for experience and inexperience. Box 893F, BROADCASTING.

Need two extra experienced tv engineers first phone license union shop. Many fringe benefits. Good opportunity for aggressive young man large midwest vhf. Contact 970F, BROADCASTING.

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

Production-Programming, Others

Wanted immediately, attractive tv weather girl. Must be experienced on camera personality capable of handling other commercial stints and possible women's show. Prefer personal interview, but would consider kine or SOF clip. NBC affiliate in the Palm Beaches. Contact Robert Murphy, Operations Director, WPTV, Palm Beach, Florida.

TELEVISION

Situations Wanted

Attention—dry climate-southwest: 12 years experience with 5 in tv. 31, single, college graduate. Must match $500.00. Repeat-southwest. Box 928F, BROADCASTING.

Management

Commercial manager: Quality. Experienced. Personal high volume sales record. Eight years radio. Past 14 months radio vhf-tv. Established reputation, ability. Top references. Box 947F, BROADCASTING.

Sales

Industrious, personable, dependable man with record of selling intangibles seeks opportunity to sell time. Also capable announcer. Free to relocate. For complete resume write Box 752F, BROADCASTING.

Salesman-announcer, at present small market commercial manager, national regional, local accounts. Same sponsor personal newscast for two years. Family man. Details by return air mail. Box 900F, BROADCASTING.

Announcers

Available immediately, top announcer/director. Prefer south or west. References. Degree. Sports, news, commercial! Dramatic! Box 796F, BROADCASTING.

Bingo at home producer-emcee. Six months experience. Versatile. Box 914F, BROADCASTING.

Versatile newscaster, sports and staff. Eight years, college graduate, married. Box 918F, BROADCASTING.

Announcer, producer, tv, film, radio experience. News, sports, commercials, versatile. Box 952F, BROADCASTING.

Technical

1st phone, 1½ years experience. Well rounded in all phases of operation. Wants in small operation, prefer west or central states. Box 880F, BROADCASTING.

First class license one and one half years experience all phases studio and remote operations, including maintenance. Presently employed. Box 902F, BROADCASTING.

Ten years experience, all phases am-fm-tv including installation and maintenance. Desire permanent position with Florida station that will offer opportunities and advancement. $7,800.00 minimum. Married, family, presently employed, resume on request. Box 913F, BROADCASTING.

Employed chief engineer with ten years vhf-uhf experience interested in position as chief, assistant, or supervisor with reliable organization. Box 929F, BROADCASTING.

First phone. One year experience. Presently employed by large mid-western station having network feed. Desires studio work. Send offer to Box 937F, BROADCASTING.

Electrical engineer first class license. 6 years experience radio and television desires work North or South Carolina. Box 940F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Have 1st phone, light protect on and floor experience. Will travel. Box 944F, BROADCASTING.

TV broadcast technician. First phone. TV workshop courses in studio operations and maintenance. 3 months experience. 25, vet, single. Box 962F, BROADCASTING.

Production-Programming, Others

Producer-director presently employed. Creative, responsible. Family. All phases production. Desires relocation. References. Box 890F, BROADCASTING.

Director-photographer: three years in tv production, 11 in photography. Also do on-camera announcing. Radio-tv college major, southerner, married. Presently employed, but want bigger station, one that is doing something. Box 909F, BROADCASTING.

News director: Now heading metropolitan tv-radio newsroom. Consistently ahead on major regional, national news. Top references; authoritative airwork. Box 948F, BROADCASTING.

Producer/coordinator/writer. New York tv experience. Dependable, cooperative, ambitious. Box 953F, BROADCASTING.

FOR SALE

Stations

Good midwest daytimer, medium market, has shown steady progress to break-even point. Now fine owner-operator opportunity. $20,000 cash down on $90,000 price. Write owner, Box 791F, BROADCASTING.

Owners have other interests, 250 watt fulltime. Own land and modern building. One of the nation's best mid-south markets. Quick sale $120,000. No brokers. Box 938F, BROADCASTING.

Gulf south small market stations, prices ranging from $35,000 to $90,000. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Georgia small market stations (2), $42,000, $75,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of oustanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Southwest resort area television station, $277,000; $65,000 down payment. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Northeast small market stations, $70,000 to $200,000; medium market station, $250,000; large market station, $450,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Equipment

Tower. Free standing 115 foot new Dresser-Ideco. Never erected. Complete drawing. Reasonably priced. Box 717F, BROADCASTING.

Complete Federal 193-A 10 kw fm air cooled transmitter with transmitter console. Good condition. Low price. Send for complete description. Box 927F, BROADCASTING.

Practically new 1958 Volkswagen mobile studio, complete with 30 watt fm transmitter and receiver, TT, console, air cooler, now in use. 1800 actual miles on unit. Priced to sell at $3,500. Contact Box 960F, BROADCASTING.

Complete studio equipment worth $4,000 including Gates console, turntable, bimote, Presto disc recorder etc. to the highest bidder. Box 972F, BROADCASTING.

For sale to the highest bidder, 196' Truscon Steel self supporting tower. A-1 condition. Bid to include dismantling and removal from site. Available about October 18. Write WHUN, Huntingdon, Pa.

Limiter-amplifier, unused; Collins 356-E; Daven output "Tee" control; instructions. $135.00 fob. Continental Research, Box 7800, Washington, D. C.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

Weather warning receivers for Conelrad and Disaster Weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Seasoned manager, moneymaker, desires invest with services; existing or proposed station. Prefer west; consider any market with good potential. Box 836F, BROADCASTING.

Responsible party wants to lease, with option to buy a radio station in Ark., La., Ala., Miss., Tenn., or Missouri. Small market station with pop 5,000 to 10,000. Party presently general manager of 1,000 watt station in southwest. All response to this ad held in strict confidence. Box 860F, BROADCASTING.

Responsible party desires to purchase radio station, financially sound. Confidential. Write Box 894F, BROADCASTING.

Now ready to add a 2nd station. Up to $45,000 down. Prefer midwest; no eastern or southern. Absolute confidence guaranteed. I know its importance. J. D. Hill, KWHK, Hutchinson, Kansas.

Equipment

Exciter unit minus power supply from Federal fm transmitter. Box 774F, BROADCASTING.

Transmission line dehydrator. State make, model, and price. WSBA-TV, York, Pennsylvania.

Used transmitter, one and ten kilowatt, must be in good condition and complete. Contact John W. Saylor, 234 North Lake Avenue, Pasadena, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. P.O. Box 1871, Hollywood 28, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Sales

SALES MANAGER

wanted by leading 24 hour independent in excellent local business market. Station Number One by latest Hooper & Pulse. Top pay and bright future with 3 station group that's growing fast. Call or write:

Robert S. Kieve
WBBF
339 East Avenue
Rochester, N. Y.
HAmilton 6-8920

Announcers

DJ FOR CALIFORNIA

No staff announcers, please. If you produce a fast-paced show, have showmanship, air-salesmanship, create talk about yourself, increase ratings; rush details, tape to Lee Ellis, KFSD Radio, P.O. Box 628, San Diego, California.

RADIO

Help Wanted—(Cont'd)

A new 250 watt fulltime station located in a town of 12,000 is looking for a complete top-flight staff due to complete change in programming.

Promotion Manager
Program Director
News Director
Girl DJ and Copywriter
Morning Man

All personnel must double in one or more jobs. Must be civic minded. Send picture, resume, tape and salary expected. All personnel will be selected within the next 30 days. Send replies to

Box 958F, BROADCASTING

RADIO

Situations Wanted

Sales

I WANT OUT!

The agency rat-race has got me! Over 5 years in agency as AE on accounts heavy in radio and TV. 4 years in radio, over 2 as Sales Manager. Would like good opportunity in radio or TV sales with station or Rep. Age 35, married, will relocate anywhere. All replies acknowledged.

Box 975F, BROADCASTING.

Production-Programming, Others

NEWSMAN

Make lasting friends for your operation with top community news coverage. With this service come sales. Well experienced tv, radio. Now with award winning news department. Want opportunity to help build your station.

Box 957F, BROADCASTING

TELEVISION

Help Wanted

Announcers

LARGE, metropolitan Radio-TV News Department looking for experienced TV news personality. Must have good appearance, seasoned delivery, and documented news background. The right salary for the right man.

Box 917F, BROADCASTING

TELEVISION

Help Wanted—(Cont'd)

Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

FOR SALE

Equipment

Western Electric 5C D-94992 AM 5 KW Broadcast transmitter (has been modified and kept up to date) complete with water cooling, power supplies and etc. Was operated until June, complied with FCC regulations at end. Very cheap. Also lots of other am, fm, and tv used equipment.

Empire Steel & Wire Corporation
1506 Wesley Avenue
Erie, Pennsylvania
Phone 86542—Collect

WANTED TO BUY

Stations

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

EMPLOYMENT SERVICES

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
- Engineers for Radio & TV
- Salesmen for Radio & TV
- Announcers • Combo men
- TV Production • Film Editors

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

MISCELLANEOUS

JAMES SINYARD (*Jimmy Darnel*) Tel. me collect at Clewiston, Florida Yu 2-5911 or Miami Tu 7-3639. Jim McCorvey.

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

ering change of aux. trans. from DA-2 to DA-N; remote control permitted while using nondirectional ant.

WIBX Utica, N. Y.—Granted license covering installation of new aux. trans. and increase power.

WFPK Louisville, Ky.—Granted license covering increase of ERP to 20 kw, and make changes in ant. system.

KEEZ (FM) San Antonio, Tex.—Granted license covering change of ant.-trans. location, installation new type ant., increase ERP to 17.5 kw, and specify studio location (same as trans. location).

WSMI Litchfield, Ill.—Granted mod. of cp to install new main trans.; condition.

WBGC Chipley, Fla.—Granted extension of authority to sign-off at 6:30 p.m. local time, except for special events for period ending 12-1; economic reasons.

WTYN Tryon, N. C.—Granted authority to sign-off at 6 p.m. for month of Sept., except for special events.

WDVL Vineland, N. J.—Granted extension of completion date to 10-31.

WMUB-TV* Oxford, Ohio—Granted extension of completion date to 3-24-59.

Actions of September 10

WKY-TV Oklahoma City, Okla.—Granted cp to install aux. ant. at main trans. site.

WCDC (TV) Adams, Mass.—Granted mod. of cp to change ERP to vis. 122 kw, aur. 61.7 kw, ant. height 2,000 ft., and make changes in ant. system and equipment.

The following stations were granted extensions of completion dates as shown: WIRT (TV) Hibbing, Minn. to 3-1-59; WVMI-TV Biloxi, Miss. to 4-1-59; KORN-TV Mitchell, S. D. to 1-13-59.

KHVH Honolulu, Hawaii—Granted change of remote control authority.

NARBA Notifications

MEXICO

Notification under the Provisions of North American Regional Broadcasting Agreement

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying the appendix containing assignments of Mexican broadcast stations attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941.

Mexican List No. 211 Aug. 20, 1958

710 Kc

XEBL Culiacan, Sinaloa—5 kw DA-N, unl. Class II. 2-20-59. (Change in frequency from 1260 kc.)

840 Kc

Tampico, Tamaulipas—500 w ND, D. Class II. 2-20-59. New.

1120 Kc

XETR Ciudad Valles, San Luis Potosi—1000 w ND, D. Class II. Upon commencement of operation on 1320 kc. (Delete assignment—vide 1320 kc.)

1170 Kc

XEZS Coatzacoalcos, Veracruz—500 w D, 250 w N, ND, unl. Class II. 2-20-59. New.

1260 Kc

XEBL Culiacan, Sinaloa—5 kw D, 0.5 kw N, unl. Class III-B. Upon commencement of operation on 710 kc. (Delete assignment—vide 710 kc.)

1320 Kc

XETR Ciudad Valles, San Luis Potosi—1 kw D, 0.1 kw N, ND, unl. Class IV. 9-20-58. (Change in frequency from 1120 kc.)

1330 Kc

XEYG Iguala, Guanajuato—250 w ND, D. Class IV. 2-20-59. New.

1340 Kc

XEBK Nuevo Laredo, Tamaulipas—250 w ND, unl. Class IV. 11-20-59. (Increase power.)

1370 Kc

XEXO Neuvo Laredo, Tamaulipas—250 w ND, D. Class IV. 8-20-58. (Change in call letters from XENU.)

1400 Kc

XESB Santa Barbara, Chihuahua—1 kw D, 250 w N, ND, unl. Class IV. 11-20-58. (Increase in daytime power.)

1490 Kc

XECH Toluca, Mexico—500 w D, 250 w N, ND, unl. Class IV. 11-20-58. (Increase in daytime power.)

1520 Kc

XEST San Luis Rio Colorado, Sonora—250 w ND, D. Class II. 2-20-58. New.

1550 Kc

XENU Neuvo Laredo, Tamaulipas—50 kw D, 1 kw N, DA-N, unl. Class II. 2-20-58. (Change in call letters from XEXO and in characteristics of operation.)

1600 Kc

Los Mochis, Sinaloa—1 kw D, 200 w N, ND, unl. Class IV. 2-20-58. New.

License Renewals

Granted renewal of following station licenses: WDOG Marine City, Mich.; WELL Battle Creek, Mich.; WEXL & alt. main, Royal Oak, Mich.; WFAH Alliance, Ohio; WFDF & alt. main, Flint, Mich.; WFIN Findlay, Ohio; WFMJ & aux., Youngstown, Ohio; WFOB Fostoria, Ohio; WFRO Fremont, Ohio; WGHN Grand Haven, Mich.; WGRD & aux., Grand Rapids, Mich.; WHBC & aux., Canton, Ohio; WHGR & aux., Houghton Lake, Mich.; WHHH Warren, Ohio; WIBM & aux., Jackson, Mich.; WJER Dover, Ohio; WJLB & aux., Detroit, Mich.; WLW & alt. main, Cincinnati, Ohio; WMBN Petoskey, Mich.; WTCM Traverse City, Mich.; WTOD Toledo, Ohio; KLSE (TV-ED) Monroe, La.; WAGR Lumberton, N. C.; WAMW Washington, Ind.; WARU Peru, Ind.; WAUG-FM Augusta, Ga.; WAVU, WAVU-FM Albertville, Ala.; WCRK Morristown, Tenn.; WDOB Canton, Miss.; WEAG Alcoa, Tenn.; WEOA & aux., WEHT-TV, main trans. & ant., Evansville, Ind.; WTUC Union City, Tenn.; WWXL Manchester, Ky.; WTLB Utica, N. Y.; KBRS Springdale, Ark.; WFAM-TV Lafayette, Ind.; WFUL, WFUL-FM Fulton, Ky.; WGRE (ED-FM) Greencastle, Ind.; WISH Indianapolis, Ind.; WKAM Goshen, Ind.; WLSI Pikesville, Ky.; WMCH Church Hill, Tenn.; WMRI, WMRI-FM Marion, Ind.; WNGO Mayfield, Ky.; WPKY Princeton, Ky.; WTRO Dyersburg, Tenn.; WABJ Adrian, Mich.; WADC & aux., Akron, Ohio; WAKR & aux., Akron, Ohio; WALM Albion, Mich.; WAND Canton, Ohio; WATC Gaylord, Mich.; WATH Athens, Ohio; WATT Cadillac, Mich.; WATZ Alpena, Mich.; WAVI Dayton, Ohio; WBBC Flint, Mich.; WBBW Youngstown, Ohio; WBEX Chillicothe, Ohio; WBFC Fremont, Mich.; WBNS & aux., Columbus, Ohio; WCEN Mt. Pleasant, Mich.; WCER Charlotte, Mich.; WCHB Inkster, Mich.; WCHI Chillicothe, Ohio; WCIN Cincinnati, Ohio; WCMW Canton, Ohio; WCUE Akron, Ohio; WATM Atmore, Ala.; WSYL Sylvania, Ga.; WCPO & alt. main, Cincinnati, Ohio; WHAK Rogers City, Mich.; WHFB Benton Harbor-St. Joseph, Mich.; WHIZ & aux., Zanesville, Ohio; WHK alt. main & aux., Cleveland, Ohio; WHKK & aux., Akron, Ohio; WHLS & aux., Port Huron, Mich.; WHMI Howell, Mich.; WHRV Ann Arbor, Mich.; WHTC Holland, Mich.; WIKB Iron River, Mich.; WILE Cambridge, Ohio; KEVL White Castle, La.; WING & alt. main, Dayton, Ohio; WION Ionia, Mich; WIRO Ironton, Ohio; WIZE Springfield, Ohio; WJBL Holland, Mich.; WJEF Grand Rapids, Mich.; WJEH Gallipolis, Ohio; WJMS Ironwood, Mich.; WJPD Ishpeming, Mich.; WKBN Youngstown, Ohio; WKHM Jackson, Mich.; WKLZ Kalamazoo, Mich.; WKMF Flint, Mich.; WKZO Kalamazoo, Mich.; WOSU Columbus, Ohio; WSAI Cincinnati, Ohio; WSAM Saginaw, Mich.; WSTR Sturgis, Mich.; WSTV Steubenville, Ohio; WTNS Coshocton, Ohio; WTTH Port Huron, Mich.; WTVB Coldwater, Mich.; WVKO & aux., Columbus, Ohio; WWBC Bay City, Mich.; WWJ & aux., Detroit, Mich.; WWST & aux., Wooster, Ohio; WAKR-FM Akron, Ohio; WBNS-FM Columbus, Ohio; WDET-FM Detroit, Mich.; WFAH-FM Alliance, Ohio; WFIN-FM Findlay, Ohio; WFOB-FM Fostoria, Ohio; WFRO-FM Fremont, Ohio; WHBC-FM Canton, Ohio; WHFB-FM Benton Harbor-St. Joseph, Mich.; WHIO-FM Dayton, Ohio; WHK-FM & SCA, Cleveland, Ohio; WJEF-FM & SCA, Grand Rapids, Mich.; WKBN-FM Youngstown, Ohio; WKMH-FM Dearborn, Mich.; WLDM & SCA, Detroit, Mich.; WMHE & SCA, Toledo, Ohio; WOMC Detroit, Mich.; WSAI-FM & SCA, Cincinnati, Ohio; WSAM-FM Saginaw, Mich.; WSTR-FM Sturgis, Mich.; WSTV-FM Steubenville, Ohio; WTOD-FM Toledo, Ohio; WTOL-FM Toledo, Ohio; WTVB-FM Coldwater, Mich.; WVKO-FM Columbus, Ohio; WWJ-FM Detroit, Mich.; WWST-FM Wooster, Ohio; WAPS Akron, Ohio; WBGU Bowling Green, Ohio; WBOE Cleveland, Ohio; WBWC Berea, Ohio; WCBE Columbus, Ohio; WDTR Detroit, Mich.; WHPR Highland Park, Mich.; WKAR-FM East Lansing, Mich.; WOAK Royal Oak, Mich.; WOSU-FM Columbus, Ohio; WOUI Athens, Ohio; WSLN Delaware, Ohio; WTDS Toledo, Ohio; WUOM Ann Arbor, Mich.; WYSO Yellow Springs, Ohio; WHCI Hartford City, Ind.; WAKR-TV, main trans., main & aux. ant., Akron, Ohio; WBNS-TV, main trans. & ant., Columbus, Ohio; WCPO-TV Cincinnati, Ohio; WEWS (TV), main & aux. trans. & ant., Cleveland, Ohio; WFMJ-TV, main trans. & ant., Youngstown, Ohio; WHIO-TV, main trans. & ant., Dayton, Ohio; WHIZ-TV Zanesville, Ohio; WKBN-TV, main trans., main & aux. ant., Youngstown, Ohio; WKNX-TV Saginaw, Mich.; WKRC-TV Cincinnati, Ohio; WKZO-TV, main trans., main & aux. ant., Kalamazoo, Mich.; WLWC (TV) Columbus, Ohio; WLWD (TV) and aux.'s same as WLWC (TV) Dayton, Ohio; WLWT (TV) Cincinnati, Ohio; WNEM-TV, main trans., main & aux. ant., Bay City, Mich.; WOOD-TV, main & aux. trans. & ant., Grand Rapids, Mich.; WPBN-TV Traverse City, Mich.; WSTV-TV Steubenville, Ohio; WTVN-TV Columbus, Ohio; WWJ-TV, main ant., main & aux. trans., Detroit, Mich.; WOSU-TV (Ed.) Columbus, Ohio; WBCK Battle Creek, Mich.; WBCM Bay City, Mich.; WCBY Cheboygan, Mich.; WGAR & aux., Cleveland, Ohio; WKBZ Muskegon, Mich.; WKLA Ludington, Mich.; WKMI & aux., Kalamazoo, Mich.; WKRC Cincinnati, Ohio; WLEC & aux., Sandusky, Ohio; WLEW & aux., Bad Axe, Mich.; WLMJ Jackson, Ohio; WMAN & alt. main, Mansfield, Ohio; WMDN Midland, Mich.; WMIQ Iron Mountain, Mich.; WMOA Marietta, Ohio; WMOH Hamilton, Ohio; WMPC Lapeer, Mich.; WMRN Marion, Ohio; WMRP Flint, Mich.; WMUS Muskegon, Mich.; WMVO Mount Vernon, Ohio; WNIL Niles, Mich.; WNXT Portsmouth, Ohio; WOAP Owosso, Mich.; WOHI East Liverpool, Ohio; WOHO & aux., Toledo, Ohio; WOHP Bellefontaine, Ohio; WONW Defiance, Ohio; WOOD & aux., Grand Rapids, Mich.; WOUB Athens, Ohio; WPAG Ann Arbor, Mich.; WPFB Middletown, Ohio; WPVL Painesville, Ohio; WSOO Sault Ste. Marie, Mich.; WCPO-FM and SCA, Cincinnati, Ohio; WGAR-FM Cleveland, Ohio; WICA-FM and SCA, Ashtabula, Ohio; WKRC-FM Cincinnati, Ohio; WMCR (FM) Kalamazoo, Mich.; WMRN-FM Marion, Ohio; WMVO-FM Mount Vernon, Ohio; WPAY-FM Portsmouth, Ohio; WNOX Knoxville, Tenn.; WGLC Centreville, Miss.; WGNS Murfreesboro, Tenn.; WHER Memphis, Tenn.; WTJS Jackson, Tenn.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Sept. 17

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,251	36	105	544
FM	679	28	109	68
Tv (Commercial)	431[1]	79[2]	115	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Sept. 17

	VHF	UHF	TOTAL
COMMERCIAL	426	84	510[3]
NON-COMMERCIAL	27	8	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31

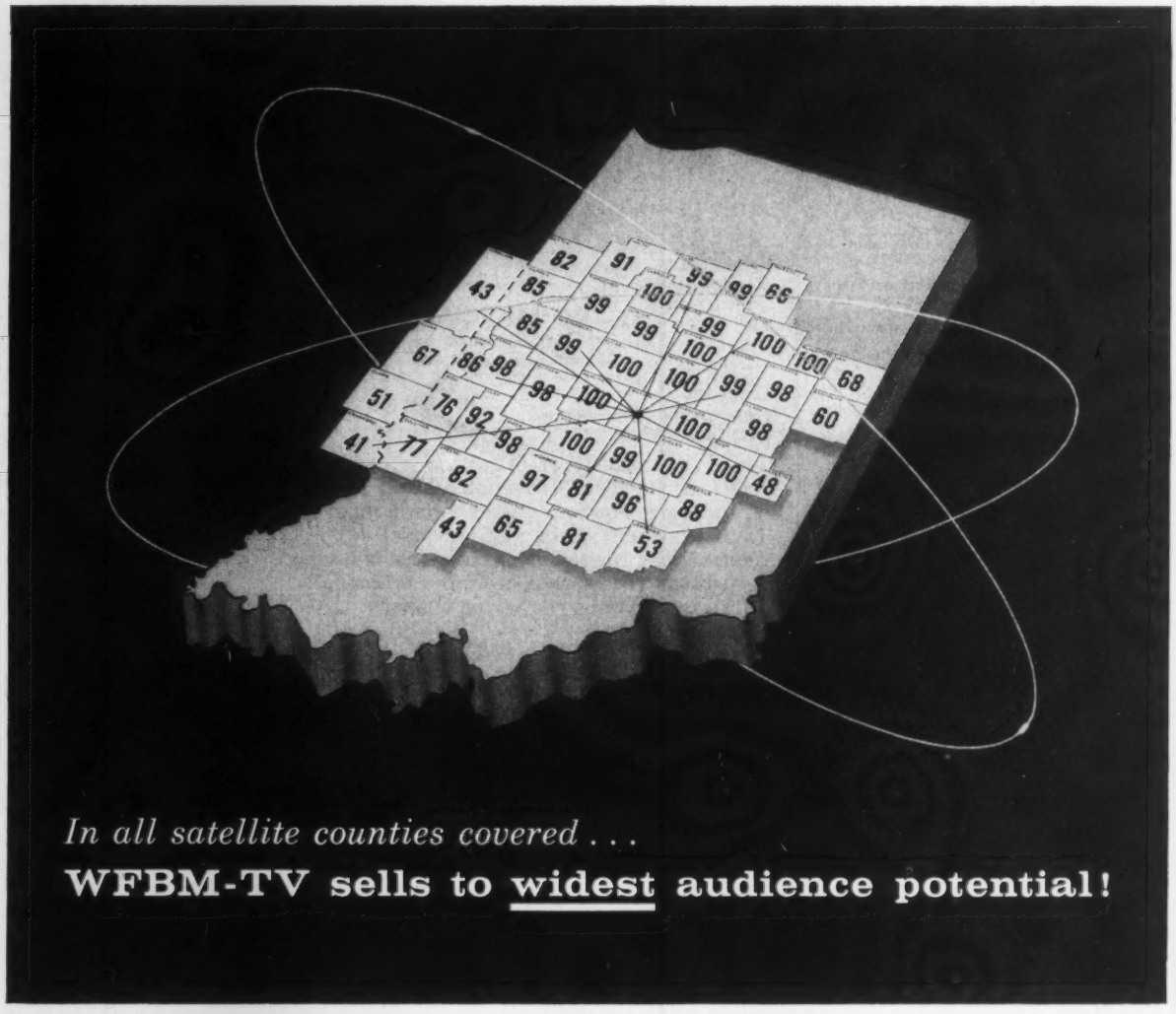
	AM	FM	TV
LICENSED (all on air)	3,251	534	429[1]
CPs ON AIR (new stations)	30	24	77[2]
CPs NOT ON AIR (new stations)	95	86	113
TOTAL AUTHORIZED STATIONS	3,376	644	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	424	43	48
APPLICATIONS FOR NEW STATIONS (in hearing)	107	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	531	73	106
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	359	26	39
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	400	26	55
LICENSES DELETED	0	1	0
CPs DELETED	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.



In all satellite counties covered . . .

WFBM-TV sells to widest audience potential!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

where else . . .

— will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

— does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

— do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

— can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better look! We are proud of our current ARB.*

The Nation's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families *with* 90% *television ownership!*

11 Satellites — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

from **RICHARD LOCKMAN,** *vice president-general manager, Emil Mogul Co., New York*

Why go for broke on television shows when tape trial runs can cut the risk?

Will the yawn of today spawn the deep sleep of tomorrow for the tv viewer?

Put another way, will today's play-it-safe tv programming drive tomorrow's viewers away from their sets in ever-increasing numbers?

If these queries reflect alarm, they're so intended. I *am* alarmed. As a principal in an agency whose clients spend millions yearly in what has been a superbly powerful selling medium, I am deeply concerned lest run-away audiences convert tv into a second-stringer for advertisers.

There's undoubtedly more than one reason why freshness and originality are so rare in tv programming these days, but I think the most decisive one is the unwillingness of broadcasters to take chances. They're playing it safe, sticking to what they think are sure-fire formulas. But in the process of betting on sure things, aren't they taking the biggest gamble of all—the risk that, in insuring today's program sponsorship, they'll lose tomorrow's?

In raising this question, I am not unmindful of the conservatism forced upon the broadcasting industry by operational economics. It doesn't take much unsold choice time to put a network in a financial hole. And the tv networks can point to a whole series of ventures into new and original programming which became costly flops.

But what puzzles me is why tv broadcasters, year after year, keep going all out with untested shows—that is, untested as far as actual viewing conditions are concerned. Why don't they emulate other industries in the kind of pre-testing that drastically cuts down on the financial gamble?

What I have in mind is the type of full-scale testing of new products in selected markets which many industries, such as toilet goods, conduct all the time.

Just as tv has to maintain a continuous flow of interesting programs, the drug, cosmetics and toilet goods field has to keep coming up with new products, new styles, new colors and new merchandising ideas. You get some idea of the importance of this facet of the business when you realize that, according to a recent analysis, 40% of today's toiletry sales in drug stores are made up of products that weren't on the market five years ago.

You can be sure that toilet goods makers are going to go after the new markets with their historic zeal. But you can also be sure, on the basis of past performance, that they won't engage in a spree of reckless plunging.

What does the successful toiletry manufacturer do, in planning a new product, to cut down the risks? First, of course, there's research to determine if there's a potential market for it and, if there is, its possible size. Second, there's laboratory research—and plenty of it—to make sure the product is right. If a similar product is already on the market, the aim is to avoid making an outright copy and to find a new use, a new method of application, a significant differential. Then come packaging and endless consumer tests to develop the final product and the supporting advertising program.

Does the manufacturer then "shoot the works" and launch his product across the country—as the networks do with a new program? Far from it!

Before a manufacturer starts marketing a new product nationally it is sent into selected markets for thorough-going tests under actual marketing conditions. Every factor that could contribute to the product's success or failure is studied carefully—the advertising copy, media, displays, etc.

Two good examples are new Revlon products we've been working on for almost three years—Top Brass hair dressing for men and Hi and Dri roll-on deodorant. Both were launched nationally this summer with multi-million dollar advertising campaigns.

But national marketing, in each case, was preceded by carefully controlled tests in selected cities under actual selling conditions. These tests enabled Revlon to gauge the national market potential, to guide them in finalizing product features and packaging, distribution, promotions and advertising. Nothing was left to hunches, to "ivory tower" planning. Every element had to stand up in the field. As a result, both products are well on their way to being top Revlon successes.

There may be obstacles that I don't know about, but from where I sit I can see no valid reason why program tryouts can't be made regularly.

Good reasons for not subjecting new programs to advance, full-scale tests may have existed in the past. As live shows they were expensive. On film they were unsatisfactory.

But the advent of videotape, I believe, has removed these major hurdles. With videotape, networks can put on live-quality programs in a representative group of test cities—telecast on pre-empted choice time. The viewing public wouldn't even be aware that a test was going on. Just as toiletry makers do with new products, the programs could be examined from every angle under real broadcasting conditions. "Bugs" could be removed, improvements made, formats changed—or the whole program scrapped. Imagine how valuable such testing would have been for *ESP!*

With videotape, trial runs have become economically feasible, too. No need to send costly casts and producing teams on the road. Tape new shows in New York or Hollywood—possibly during auditions—and do three or four at a time for further economy so that the test can "run" a few successive weeks.

Tryouts in test cities may be no programming panacea for tv. But aren't they worth considering? If trial runs can work for toiletry makers, why not for tv broadcasters?

Richard Lockman, b. Jan. 21, 1921, Brooklyn. B.A., New York U., 1945. First job with Ferry-Hanly Adv. Agency in 1940 as office boy-production assistant. From 1945-50 was multiple brand advertising manager of Mennen Co., where he developed baby-in-rose advertising theme for Baby Magic product and pioneered men's deodorant field. Served next five years with Bourjois and Barbara Gould affiliates of Chanel Inc., becoming v.p. Joined Emil Mogul Co. as v.p. in April 1955, becoming a principal stockholder in December that year. Named agency general manager last January but also retains supervision of Revlon account.

Not for Dollars Alone

THE multi-million-dollar sales and mergers in basic branches of the radio-tv business during the last few weeks call attention to the vitality and also the room for growth that the broadcast media possess. The same deals also raise a point that should not be overlooked.

Jack Wrather's new Independent Television Corp. buys the properties of Television Programs of America for $11.35 million (see story this issue). An elaborate industrial complex pays more than $2 million for the Mutual network, which a year ago brought one-fourth that amount [LEAD STORY, Sept. 15]. Merger of National Telefilm Assoc., itself a wide-ranging operation, with National Theatres Inc. awaits approval by the stockholders (and also, apparently, by certain government agencies).

Clearly, new faces are appearing on the broadcast scene and old hands are taking firmer grips on bigger chunks. This can be all to the good.

Mutual's new management says it will upgrade programming and also get into radio and tv station ownership—plus film network operation—on a full-scale basis. The new ITC acquires valuable properties to sell while it proceeds with its ambitious program of creating new series for television. Both NTA and NTI should be strengthened by their merger. So far, great.

It is obvious that broadcasting is getting to be a big business which more and more is attracting speculative investors. There is nothing wrong in this; to the contrary, broadcasting would be weak indeed if investors considered it unworthy of their interest.

But broadcasting is more than a way of making money. It is an art, not a factory. It is an instrument to inform as well as entertain the people, to broaden their knowledge and their interests as well as to amuse them. It must be operated creatively as well as realistically, and it should take a position of leadership among those whom it serves.

Over the years the investors who have come into broadcasting have, for the most part, recognized this responsibility and respected it. They have made important contributions to the art. Investors coming now and in the future must act with equal sincerity if broadcasting is to continue to prosper. It is in their own self-interest to do so, for it's a proven fact that broadcasting will not for long make money—if its operators make money their sole goal.

Non-Partisan Politics

POLITICS isn't our dish of tea, particularly the partisan kind. But politics is in the air, what with the Maine upsets and the upcoming bi-elections that will see all of the House and one-third of the Senate up for grabs, as the pundits say.

Politically, we're independent. It doesn't matter to us whether a candidate rides the GOP elephant or the Democratic donkey. We're interested in where he stands on this business of broadcasting, and whether his approach to things radio and television is healthy or simply headline-hunting.

So here goes:

We'd like to see Sen. Charles Potter of Michigan returned to the world's greatest deliberative body. We know where he stands, and that's for good broadcasting. We would like to see Arizona's governor and former Senator Ernest McFarland (he for whom the McFarland letters are named) returned to the Senate after a six-year lapse.

On the House side, we'll miss Reps. Wolverton of New Jersey and O'Hara of Minnesota, who have decided not to run. They're both members of the Legislative Oversight Committee. The defeat of Rep. Hale in the Maine elections last week (he's also an Oversight Committee member) isn't a loss we particularly mourn.

There are one or two other members of the Oversight Committee who, in our book, might just as well not return. As a matter of fact, we would relish seeing the Oversight Committee drop out of sight next Congress. It hasn't yet even hit close to the target we understood it was supposed to be shooting at.

We could go on, but, as we started to say, we don't like partisan politics anyway. And maybe that's the reason we neglected to identify the party affiliations of any of those legislators previously mentioned.

Drawn for BROADCASTING by Sid Hix

"They had a sore loser last night."

Crash Program for Color?

THE newspaper boys are whooping it up for ROP (run-of-paper) color. The slick paper magazines are running handsome color schedules. Both are selling color, despite the vastly increased costs to the advertiser over black-and-white.

This is the answer of the print media to the inroads of black-and-white television. Magazines have had color for years, but newspaper color is a comparatively recent innovation. Only in the past few years have newspapers stepped up their color activity—generated largely by the competition of television.

Tv has had color, too, for a number of years. The quality is infinitely superior to that of newspaper color. But tv color is hardly off the ground. Only a few hundred thousand sets are in use, and only one network—NBC—today is aggressively promoting color.

Advertisers are interested in tv color. It is not only better, but cheaper than print media color. But advertisers also must have circulation. Tv circulation is reflected in the number of sets in use. Except for RCA, NBC's parent, there has been no concerted drive for color set sales.

It's a pity to see the color parade passing tv. More than half of the tv stations on the air (some 330) are equipped to carry network color. Some 100 are equipped for local color film or slides. And about half that number are equipped for local live color.

Color tv is not solely a station problem. It is perhaps primarily a question of what the manufacturers will do. Set manufacturers, after a rough business siege, are doing better. We think they could do lots better if they got behind color. This would stimulate more network color programming. And that, in turn, would develop more set sales. The circulation thus engendered would attract more advertisers. Both tv manufacturers and broadcasters should prosper.

Mass production of color sets in a competitive market most certainly would bring improvements in design and performance and reductions in prices. Servicing bugs would be reduced. That was the pattern in black and white only a decade ago. Inevitably it will be the pattern in color.

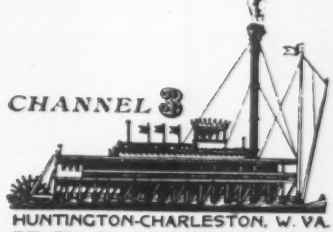
Given the circulation, color tv should move swiftly. If newspaper color can increase readership seven or eight times, as is claimed, what will faithfully-reproduced full color do for the tv advertiser? Think of the potential, not only through network color, but in national spot and in local. Retail and department stores would have working for them an unsurpassed merchandising and sales tool—the full color action commercial.

What is needed is a crash program for color tv. Newspaper color, lackluster and lifeless as it is, couldn't get going until the manufacturers produced color presses. Color tv can't get off the ground until the manufacturers produce and merchandise sets to pick up the miraculous color programs that will be available in increasing abundance—in tempo with increased "circulation".

WSAZ-TV

. . . the winner in every race!

- ✓ CHARLESTON ARB Share of Audience
- ✓ HUNTINGTON ARB Share of Audience
- ✓ AREA ARB Share of Audience
- ✓ NCS # 3 total counties
- ✓ NCS # 3 daily circulation
- ✓ NCS # 3 weekly circulation
- ✓ ARB—TOP 10—In HUNTINGTON
- ✓ ARB—TOP 10—In CHARLESTON
- ✓ ARB METRO. PORTSMOUTH, OHIO
- ✓ ARB METRO. PARKERSBURG, W. VA.
- ✓ ARB Coincidental Nighttime NEWS



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, V.P. & Commercial Manager

The details are more exciting than the America's Cup Race . . . Call your "KATZ" Man!

. . . number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- *over 200,000 more TV homes covered than its nearest competitor*
- *lowest cost-per-thousand, by far*
- *highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening*

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

A Member of the Friendly Group
52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.

CBS abc

WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING

"Best Buy by Any Known Source."